

BRIEF CURRICULUM VITAE

Katherine E. Rowan

Office Address

Dept. of Communication, MS 3D6
George Mason University
Fairfax, VA 22030
703/993-1096 fax
703/993-1090 office
703/785-5765 cell
krowan@gmu.edu

EDUCATION

Ph.D., Purdue University, West Lafayette, IN, 1985
M.A., University of Illinois at Urbana-Champaign, 1978
B.A., George Mason University, Fairfax, VA, 1975

CURRENT ACADEMIC APPOINTMENT

Professor, Associate Chair, and Director of Undergraduate Studies,

SELECTED RESEARCH GRANTS AND EXTERNAL FUNDING

Role: Co-principal investigator

Maibach, E. Principal investigator. *Enabling TV meteorologists to provide viewers with climate change-related science education based on ISE "best practices."* Two-year grant from the Informal Science Education Division, National Science Foundation. Funded for \$1 million plus, September, 2009.

Role: Course developer, 2006-2009; instructor, 2009.

Kreps, G., Principal investigator. *CDC University*, Grant funded by the Centers for Disease Control and Prevention through 2009.

IN-PRESS SCHOLARLY WORK

Veil, S., Littlefield, R., & Rowan, K. E. (in press). Dissemination as success: Local emergency management communication practices. *Public Relations Review*.

Littlefield, R., Rowan, K. E., Veil, S., Kisselburgh, L., Beauchamp, K., Vidoloff, K., Dick, M. L., Russell-Loretz, T., Cho, H., Kim, I., Ruvarac, A., & Wang, Q. (in press). "We tell people. It's up to them to be prepared": Public relations practices of local emergency managers. In W. T. Coombs & S. H. Holladay (Eds.), *Handbook of crisis communication*. New York: Wiley-Blackwell.

SELECTED SCHOLARLY PUBLICATIONS**(Total published scholarly works = 58)**

- Rowan, K. E. (2009). Risk. In W. Eadie (Ed.) *21st Century Communication: A reference handbook* (pp. 405-414). Thousand Oaks, CA: Sage.
- Maibach, E. W., Peterson, T. R., & Rowan, K. E. (2009). (Eds.). Action strategies for communicating climate change [Special issue]. *Science Communication*, 30, (3).
- Rowan, K. E., Botan, C. H., Kreps, G. L., Samoilenko, S., & Farnsworth, K. (2009). Risk communication education for local emergency managers: Using the CAUSE Model for research, education, and outreach (pp. 168-191). In R. L. Heath & H. D. O'Hair (Eds.), *Handbook of Crisis and Risk Communication*. New York: Taylor & Francis.
- Rowan, K. E. (2008). Monthly communication skill coaching for healthcare staff. *Patient Education and Counseling*, 71, 402-404.
- Rowan, K. E., Kreps, G. L., Botan, C., Sparks, L., Bailey, C., & Samoilenko, S. (2008). Responding to terrorism: Risk communication, crisis management, and the CAUSE model. In D. O'Hair, R. Heath, K. Ayotte, & G. Ledlow (Eds.), *Terrorism: Communication and rhetorical perspectives* (pp. 425-453). Cresskill, NJ: Hampton.
- Rowan, K. E., Mannix, T., Gibson, T., Bogino, T., Malone, W. (2007). Science news as public relations power for universities: How values shape research news and university reputations In J. L. Courtwright & P. M. Smudde (Eds.), *Power and public relations* (pp. 239-264). Cresskill, NJ: Hampton.
- Monson, R. (chair), Cleaver, J., Abrams, H., Bingham, E. Buffler, P., Cardis, E., Cox, R., Davis, S., Dewey, W., Gilbert, E., Kellerer, A., Krewski, D., Lindahl, T., Rowan, K., Sankaranarayanan, K., Schafer, D., Stefanski, L., Ullrich, R. (2006). *Health risks from exposure to low levels of ionizing radiation (Board on Effects of Ionizing Radiation, VII, phase 2)*. Washington, DC: National Research Council of the National Academies.
- Kreps, G. L., Alibek, K., Bailey, C., Neuhauser, L., Rowan, K. E., & Sparks, L. (2005). The critical role of communication to prepare for biological threats: Prevention, mobilization, and response. In H. D. O'Hair (Ed.) *Community preparedness and response to terrorism: Volume 3: Communication and the media* (pp. 191-210). Westport, CT: Praeger.
- Kreps, G. L., Alibek, K., Neuhauser, L., Rowan, K. E., & Sparks, L. (2005). Emergency/risk communication to promote public health and respond to biological threats In M. Haider (Ed.), *Public health communication* (pp. 349-362). Sudbury, MA: Jones and Bartlett.

- Rowan, K. E. (2004, December). Communication challenges [concerning preventable causes of death]. In J. M. Samet, J. M. McGinnis, & M. A. Stoto (Eds.), *Estimating the contributions of lifestyle-related factors to preventable death: A workshop summary* (pp. 47-48). Washington, DC: Institute of Medicine of the National Academies.
- Rowan, K. E. (2004). *Risk and crisis communication: Earning trust and productive partnering with media and public during emergencies*. Washington, DC: Consortium of Social Science Associations.
- Rowan, K. E. (2003). Informing and explaining skills: Theory and research on informative communication. In J. O. Greene & B. R. Burleson (Eds.), *The handbook of communication and social interaction skills* (pp. 403-438). Mahwah, NJ: Erlbaum.
- Rowan, K. Sparks, L., Pecchioni, L., Villagran, M. (2003). The “CAUSE” model: A research-supported guide for physicians communicating cancer risk. *Health Communication: Special Issue on Cancer Communication, 15*, 239-252.

RECENT INVITED SCHOLARLY ADDRESSES

- Akerlof, K., & Rowan, K. E. (2009, May 13). *Making the case for effective science communication: Audiences and best practices*. Washington, DC: Marian Koshland Science Museum of the National Academy of Sciences, Washington, DC.
- Rowan, K. E. (2008, Nov. 3). *Communicating about growing crises: Local health and climate change*. Washington, DC: Risk and Crisis Communication Thought Leader Forum.
- Rowan, K. E. (2007, June 20). *Innovative approaches to risk communication*. U. S. Environmental Protection Agency 2007 Community Involvement Training Conference. Jacksonville, FL. *Keynote speaker*.
- Rowan, K. E. (2006, Sept. 28). *Research on science, health, risk, interpersonal, and mass communication*. Presentation for the U. S. Dept. of Health and Human Services/AHRQ/FDA 2006 Effective Risk Communication Think Tank. Rockville, MD.
- Rowan, K. E. (2006, Jan. 11). *Explanatory communication skills*. Presentation for the Cancer Prevention Fellows, *Cancer Prevention and Control Colloquium*, National Cancer Institute, Rockville, MD.

- Rowan, K. E. & Botan, C. (2006, May 5). *Communicating proteomic science to lay audiences*. Presentation for the annual meeting of the Biotechnology Coalition, George Mason University, Prince William, VA.
- Rowan, K. E. (2004, Dec. 14). *Sharing uncertain science with media and the public: Guidance from research*. National Academies Institute of Medicine, Workshop on Estimating Contributions of Lifestyle Related Factors to Preventable Death, Washington, DC.
- Rowan, K. E. (2004, June 7). *Risk and crisis communication: Earning trust and productive partnering with media and public during emergencies*. Washington, DC: Transcript by the Federal News Service. Sponsored by the Consortium of Social Science Associations and the National Communication Association.

SELECTED PRESENTATIONS AT CONFERENCES AND CONVENTIONS

- Rowan, K. E., Talkington, B., Beck, T., & Villagran, M. (2008, November). *Teaching emergency preparedness units in basic communication courses*. Paper presented at the annual meeting of the National Communication Association, San Diego, CA.
- Rowan, K. E., Kisselburgh, L., Ruvarac, A., Veil, S. R., Littlefield, R., Sellnow, T., Venette, S. J., Hyder, S., Toles-Patkin, T., Troester, R. L. (2007, November). *Who is responsible for local emergency preparedness? A nationwide research project and public relations instructional effort*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.
- Rowan, K. E. (2007, August). *Risk perception and emergency communication on campus*. Presentation at the “Maximizing the Impact” Science Communication Interest Group pre-conference of the Association for Education in Journalism and Mass Communication. Lister Hill Auditorium, National Library of Medicine, Bethesda, MD.
- Rowan, K. E., Sparks, L., Pecchioni, L., & Villagran, M. (2007, May). *The CAUSE Model: Explaining increases in cancer screening*. Paper presented for the annual meeting of the International Communication Association, San Francisco, CA.
- Cho, H., Veil, S., Venette, S., Rowan, K. E., Botan, C. H., Sellnow, T., Littlefield, R., Samoilenko, S. Penchalapadu, P., & Farnsworth, K. (2007, May). *Who is responsible for local emergency preparedness? Formative research with U. S. emergency management directors*. Paper presented at the annual meeting of the International Communication Association, San Francisco, CA.
- Rowan, K. E., Gale, C., & Whaley, B. B. (2005, November). *How well can scholars explain their research to a lay audience? A study of explanatory writing skills*

- in three countries.* Competitively selected paper for the Instructional Development Division at the annual meeting of the National Communication Association, Boston, MA.
- Rowan, K. E. (2004, November). *Analyzing the “Right Bite” campaign: A PR initiative to reduce consumption of endangered fish.* Presentation for the annual meeting of the National Communication Association, Chicago, IL.
- Rowan, K. E. (2004, May). *Teaching adults about cancer and radiation risks.* Presentation for the annual meeting of the International Communication Association, New Orleans.
- Rowan, K. E. (2004, April). *Educating adults about “whole body scan” scams.* Presentation for the annual meeting of the Eastern Communication Association, Boston, MA.

SELECTED WORKSHOPS, SHORT COURSES, AND TRAINING

- Rowan, K. E. (2009, June 25). *Communicating healthcare literacy principles to scientists.* Atlanta, GA: Centers for Disease Control and Prevention.
- Rowan, K. E. (2009, June 23). *Crisis and risk communication: Research and practice for Air Force Public Affairs.* Presentation for the U. S. Air Force Public Affairs Communication Workshop, George Mason University, Fairfax, VA.

COURSES TAUGHT AT GEORGE MASON

Undergraduate Teaching

Principles of Public Relations
Public Relations Writing
Writing Across Mass Media
Issues in Public Relations
Science in the Media

Graduate Teaching

Seminar in Risk Communication
Seminar in Crisis Communication
Communication Research Projects and Theses (capstone course)

RESPONSIBILITIES AS ASSOCIATE CHAIR DEPARTMENT OF COMMUNICATION, 2004-2009

Responsibilities include (1) mentoring faculty teaching undergraduate courses; and (2) ensuring that undergraduates have a high-quality education by overseeing their curricular and co-curricular activities and by working with the College and University to refine the curriculum.