
CURRICULUM VITAE

Philip Palmgreen**Professor**

Department of Communication
 University of Kentucky
 Lexington, KY 40506-0042

EDUCATION

University of Kentucky, B.A., English, 1967; M.A., Communications, 1969.

University of Michigan, Ph.D., Mass Communication, 1975.

RESEARCH AND PROFESSIONAL EXPERIENCE

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| 7/86–Present | Professor, Department of Communication, University of Kentucky. |
| 8/00–Present | Member, Advisory Board, the Partnership for Drug-Free America. |
| 8/98–8/01 | Member, Behavior Change Expert Panel, Office of National Drug Control Policy. Panel of social and behavioral scientists which oversees the implementation of ONDCP's \$2 billion National Youth Anti-Drug Media Campaign. |
| 6/97–6/98 | Member, Campaign Design Expert Panel, Office of National Drug Control Policy. Panel of national experts on drug abuse prevention, public health, media campaigns, and advertising which designed ONDCP's National Youth Anti-Drug Media Campaign. |
| 7/79–6/86 | Associate Professor, Department of Communication, University of Kentucky. |
| 7/80–6/84 | Chairperson, Department of Communication, University of Kentucky. |
| 7/79–6/80 | Acting Chairperson, Department of Communication, University of Kentucky. |
| 7/75–7/79 | Assistant Professor, Department of Communication, University of Kentucky. |
| 8/74–6/75 | Instructor, School of Communication, University of Kentucky. |
| 5/73–11/73 | Research Specialist and Political Analyst, <u>Detroit News</u> . |

6/70–8/71 Research Associate, Social Welfare Research Institute, University of Kentucky.

GRANTS

Co-Principal Investigator, Targeting Mass Media Campaigns for HIV, STD, and Pregnancy Prevention. Project sponsored by the National Institute of Mental Health, 2005-2009, \$2,615,142. This project is focused on the ability of televised PSA campaigns to persuade young adolescents to delay initiation of sexual activity in two matched medium-sized cities employing a controlled interrupted time-series design.

Principal Investigator, Effective Media Strategies for Drug Abuse Prevention. Project sponsored by the National Institute on Drug Abuse, 1998-2005, \$3,191,289. This project investigated the effectiveness of various anti-marijuana message strategies targeted at adolescents as part of the Office of National Drug Control Policy's \$2 billion National Youth Anti-Drug Media Campaign. The study is based on a cross-sectional time-series design involving interviews with 9,600 teens and pre-teens over four years in two matched medium-size markets.

Co-Principal Investigator, Targeting Mass Media Campaigns for Risky Sexual Behavior. Project sponsored by the National Institute of Mental Health, 2001-2005, \$2,855,933. This project focused on the ability of television campaigns to increase condom use by young adults at-risk for HIV and other sexually transmitted diseases. The study is based on a controlled interrupted time-series design in two matched communities.

Co-Principal Investigator, Increasing the Effectiveness of Televised Anti-Drug PSAs. Continuation of project sponsored by the National Institute on Drug Abuse, 1995-1999, \$1,723,000. The goal of this project was to examine the effectiveness of televised anti-drug campaigns directed at high sensation seeking adolescents in two matched communities, employing an interrupted time-series design. The campaigns were highly successful in reducing marijuana use.

Co-Principal Investigator, Increasing the Effectiveness of Televised Anti-Drug PSAs. Continuation of project sponsored by the National Institute on Drug Abuse, 1991-1995, \$1,570,000. Principal goal of this longitudinal project was to test the effectiveness, in an actual campaign setting, of televised PSAs targeted at high sensation seeking young adults. The targeting was highly effective.

Co-Principal Investigator, Increasing the Effectiveness of Televised Anti-Drug PSAs. Project sponsored by the National Institute on Drug Abuse, 1987-1990, \$465,000. This project involved laboratory testing of televised PSAs targeted at high sensation seeking young adults.

AWARDS

Gerald M. Phillips Award for Distinguished Applied Communication Scholarship, presented by the National Communication Association, 2005.

PUBLICATIONS

Articles and Book Chapters

Palmgreen, P. C., Lorch, E. P., Stephenson, M. T., Hoyle, R. H., & Donohew, L. (in press). Effects of ONDCP's Marijuana Initiative campaign on high sensation-seeking youth. American Journal of Public Health.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (in press). Effects of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults. Health Education and Behavior.

D'Silva, M. U. & Palmgreen, P. (in press). Individual differences and context: Factors mediating recall of anti-drug public service announcements. Health Communication.

Noar, S.M., Zimmerman, R.S, Palmgreen, P., Lustria, M.L.A., & Horosewski, M.L. (2006) Integrating personality and psychosocial approaches to understanding safer sexual behavior: Implications for message design. Health Communication, 19, 165-174.

Noar, S. M., Zimmerman, R. S., Palmgreen, P., Allard, S. L., Lustria, M. L. A., Matuza, M. L., & Cupp, P. K. (2003). Development of a safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults [Abstract]. 2003 National HIV Prevention Conference Abstract Book, M3-C0903, 59-60.

Stephenson, M.T., Hoyle, R. H., Palmgreen, P., & Slater, M.D. (2003). Brief measures of sensation seeking for screening and large-scale surveys. Drug and Alcohol Dependence, 72 , 279-286.

Donohew, L., Palmgreen, P., Zimmerman, R., Harrington, N., & Lane, D. (2003). Health risk takers and prevention. In D. Romer (Ed.), Reducing adolescent risk. Thousand Oaks , CA: Sage, 165-170.

Morgan, S.E., Palmgreen, P., Stephenson, M.T., Hoyle, R.H., & Lorch, E.P. (2003). Associations between message features and subjective evaluations of the

- sensation value of anti-drug public service announcements. Journal of Communication, 53, 512-526.
- Palmgreen, P. & Donohew, L. (2003). Effective mass media strategies for drug abuse prevention campaigns. In Z. Sloboda & W. J. Bukoski (Eds.), Handbook of drug abuse prevention: Theory, science and practice. New York: Kluwer/Plenum, 27-43.
- Palmgreen, P., Stephenson, M.T., Everett, M.W., Baseheart, J.R., & Francies, R.(2002). Perceived message sensation value (PMSV) and the dimensions and validation of a PMSV scale. Health Communication, 14, 403-428.
- Donohew, L., Palmgreen, P., Lorch, E.P., Zimmerman, R., & Harrington, N. (2002). Attention, persuasive communication, and prevention. In W. Crano & M. Burgoon (Eds.), Mass Media and Drug Prevention: Classic and Contemporary Theories and Research. Mahwah, NJ: Erlbaum, 119-143.
- Palmgreen, P., Donohew, L., Lorch, E.P., Hoyle, R.H., & Stephenson, M.T. (2002). Television campaigns and sensation seeking targeting of adolescent marijuana use: A controlled time-series approach. In R. Hornik (Ed.), Public health communication: Evidence for behavior change, N.J.: Lawrence Erlbaum, 35-56.
- Stephenson, M.T.,Morgan. S.E., Lorch, E.P, Palmgreen, P., Donohew, L., & Hoyle, R.H. (2002). Predictors of exposure from an anti-marijuana campaign: Outcome research assessing sensation seeking targeting. Health Communication, 14, 23-43.
- Hoyle, R.H., Stephenson, M.T., Palmgreen, P., Lorch, E.P., & Donohew, R.L.(2002). Reliability and validity of a brief measure of sensation seeking. Personality and Individual Differences, 32, 404-414.
- D'Silva, M.U., Harrington, N.G., Palmgreen, P., Donohew, L., & Lorch, E.P. (2001). Drug use prevention for the high sensation seeker: The role of alternative activities. Substance Use and Misuse, 36, 373-385.
- Stephenson, M.T., & Palmgreen, P. (2001). Sensation seeking, perceived message sensation value, personal involvement, and processing of anti-marijuana PSAs. Communication Monographs, 68, 49-71.
- Palmgreen, P., Donohew, L. & Harrington, N.G. (2001). Sensation seeking in anti-drug campaign and message design. In R.E. Rice & C.K. Atkins (Eds.), Public communication campaigns: Theory, practice and effects. Thousand Oaks, CA:Sage, 300-304.

- Palmgreen, P., Donohew, D., Lorch, E.P., Hoyle, R.H., & Stephenson, M.T. (2001). Television campaigns and adolescent marijuana use: Tests of sensation seeking targeting. American Journal of Public Health, 91, 292-296.
- Reece, D., & Palmgreen, P. (2000). Coming to America: Need for acculturation and media use motives among Indian sojourners in the US. International Journal of Intercultural Relations, 24, 802-824.
- Auter, P.J., & Palmgreen, P. (2000). Development and validation of a parasocial interaction measure: The Audience-Persona Interaction Scale. Communication Research Reports, 17, 79-89.
- Stephenson, M.T., Palmgreen, P., Hoyle, R.H., Donohew, L., Lorch, E.P., & Colon, S.E., (1999). Short-term effects of an anti-marijuana media campaign targeting high sensation seeking adolescents. Journal of Applied Communication Research, 27, 175-195.
- Marghalani, K., Palmgreen, P., & Boyd, D., (1998). The utilization of direct satellite broadcasting in Saudi Arabia, Journal of Broadcasting and Electronic Media, 42, 297-314.
- Donohew, L., Lorch, E.P. & Palmgreen, P., (1998). Applications of a theoretic model of information exposure to health interventions, Human Communication Research, 24, 454-468.
- Lawrence, P., & Palmgreen, P. (1996). A uses and gratifications analysis of horror film preferences, in J. Weaver & R. Tamborini (Eds.), Horror Films: current research on audience preferences and reactions (pp. 161-178). Hillsdale, NJ: Lawrence Erlbaum.
- Palmgreen, P., Lorch, E.P., Donohew, L., Harrington, N.G., Dsilva, M., & Helm, D. (1995). Reaching at-risk populations in a mass media drug abuse prevention campaign: Sensation seeking as a targeting variable. Drugs and Society, 8, 29-45. Published simultaneously in C.G. Leukefeld (Ed.), Drug prevention: research and practice (pp. 29-45). West Hazleton, PA: Haworth Press.
- Everett, M., & Palmgreen, P. (1995). Influences of sensation seeking, message sensation value, and program context on effectiveness of anti-cocaine public service announcements. Health Communication, 7, 225-248.
- Donohew, L., Palmgreen, P., Lorch, E.P. (1994). Attention, need for sensation, and health communication campaigns. American Behavioral Scientist, 38, 310-322.

- Lorch, E.P., Palmgreen, P., Donohew, L., Helm, D., Baer, S.A., & Dsilva, M.U. (1994). Program context, sensation seeking, and attention to televised anti-drug public service announcements. Human Communication Research, 20, 390-412.
- Donohew, L., Lorch, E.P., & Palmgreen, P. (1991). Sensation seeking and targeting of televised anti-drug PSAs. In L. Donohew, H.E. Sypher, & W.J. Bukoski (Eds.), Persuasive communication and drug abuse prevention (pp. 209-226). Hillsdale, NJ: Lawrence Erlbaum.
- Palmgreen, P., Donohew, L., Lorch, E.P., Rogus, M., Helm, D., & Grant, N. (1991). Sensation seeking, message sensation value, and drug use as mediators of PSA effectiveness. Health Communication, 3, 217-227.
- Palmgreen, P., & Clarke, P. (1991). Agenda-setting with local and national issues. In D.L. Protess & M. McCombs (Eds.), Agenda-setting: readings on media, public opinion, and policymaking. Hillsdale, NJ: Lawrence Erlbaum.
- Palmgreen, P., & Lawrence, P. (1991). Avoidances, gratifications, and consumption of theatrical films. In B. A. Austin (Ed.), Current research in film (v. 5). Norwood, NJ: Ablex.
- Donohew, L., & Palmgreen, P. (1989). Theory construction. In G. Stempel & B.H. Westley (Eds.), Research methods in mass communication (pp. 30-48). Englewood Cliff, NJ: Prentice Hall.
- Palmgreen, P., Cook, P.L., Harvill, J.G., & Helm, D.M. (1988). The motivational framework of moviegoing: uses and avoidances of theatrical films. In B.A. Austin (Ed.), Current research in film (v. 4). Norwood, NJ: Ablex.
- Donohew, L., Palmgreen, P., & Rayburn, J.D. (1987). Social and psychological origins of media use: a lifestyle analysis. Journal of Broadcasting and Electronic Media, 31, 255-278.
- Palmgreen, P., & Rayburn, J.D. (1985). A comparison of gratification models of media satisfaction. Communication Monographs, 52, 334-345.
- Palmgreen, P., Wenner, L.A., & Rosengren, K.E. (1985). Uses and gratifications research: the past ten years. In K.E. Rosengren, L.A. Wenner, & P. Palmgreen (Eds.), Media gratifications research: current perspectives (pp. 11-37). Beverly Hills, CA: Sage.
- Palmgreen, P., & Rayburn, J.D. (1985). An expectancy-value approach to media gratification. In K.E. Rosengren, L.A. Wenner, & P. Palmgreen (Eds.), Media gratifications research: current perspectives (pp. 61-72). Beverly Hills, CA: Sage.

- Palmgreen, P. (1984). Uses and gratifications: a theoretical perspective. In R.N. Bostrom (Ed.), Communication yearbook, 8 (pp. 20-55). Beverly Hills, CA: Sage.
- Rayburn, J.D., & Palmgreen, P. (1984). Merging uses and gratifications and expectancy-value theory. Communication Research, 11, 537-562.
- Palmgreen, P. (1984). Der uses and gratifications approach: theoretische perspektiven und praktische relevanz. Rundfunk und Fernsehen, 32, 51-62.
- Palmgreen, P. (1984). Der uses and gratifications approach: theoretische perspektiven und praktische relevanz. In K. Renschkstorf & W. Teichert (Eds.), Empirische publickumsforschung: fragen der medienpraxis-antworten der medienwissenschaft (pp. 69-81). Hamburg: Verlag Hans-Bredow-Institut.
- Rayburn, J.D., Palmgreen, P., & Acker, T. (1984). Media gratifications and choosing a morning news program. Journalism Quarterly, 61, 149-156.
- Palmgreen, P., & Rayburn, J.D. (1983). A response to Stanford. Communication Research, 10, 253-257.
- Palmgreen, P., & Rayburn, J.D. (1982). Gratifications sought and media exposure: an expectancy-value model. Communication Research, 9, 561-580.
- Palmgreen, P., Wenner, L.A., & Rayburn, J.D. (1981). Gratification discrepancies and news program choice. Communication Research, 8, 451-478.
- Donohew, L., & Palmgreen, P. (1981). Conceptualization and model-building. In B. Westley & G. Stempel (Eds.), Mass communication research methods. Englewood Cliffs, NJ: Prentice-Hall.
- Donohew, L., Palmgreen, P., & Duncan, J. (1980). An activation model of information exposure. Communication Monographs, 47, 295-303.
- Palmgreen, P., Wenner, L.A., & Rayburn, J. D. (1980). Relations between gratifications sought and obtained: a study of television news. Communication Research, 7, 161-192.
- Palmgreen, P. (1979). Mass media use and political knowledge. Journalism Monographs, 61, 1-39.
- Palmgreen, P., & Rayburn, J.D. (1979). Uses and gratifications and exposure to public television: a discrepancy approach. Communication Research, 6, 155-180.

Jaco, D., & Palmgreen, P. (1975). Communication and modernization in Appalachia. In G.L. Wilber (Ed.), Poverty: A New Perspective (132-163). Lexington, KY: University Press of Kentucky.

Palmgreen, P. (1971). A daydream model of communication. Journalism Monographs, 20, 1-32.

Donohew, L., & Palmgreen, P. (1971). A reappraisal of dissonance and the selective exposure hypothesis. Journalism Quarterly, 48, No. 3, 412-20, 437.

Donohew, L., & Palmgreen, P. (1971). An investigation of mechanisms of information selection. Journalism Quarterly, 48, 627-39, 666.

Palmgreen, P. (1970). A daydream model of communication: The effect of daydreaming on message reception and comprehensive. Public Opinion Quarterly, 34, 466-467.

Books

Rubin, R.R., Palmgreen, P., & Sypher, H.E. (Eds.) (1994). Communication research measures: A sourcebook. New York: Guilford.

Rosengren, K.E., Wenner, L.A., & Palmgreen, P. (Eds.), (1985). Media gratifications research: Current perspectives. Beverly Hills, CA: Sage.

PAPERS

Palmgreen, P. C., Lorch, E. P., Stephenson, M. T., Donohew, L., Hoyle, R. H. & Sweatt, S. (2005). Effects of the Office of National Drug Control Policy's Marijuana Initiative campaign on at-risk youth. Presented to American Public Health Association, Philadelphia, PA.

Cheah, W. H., Zimmerman, R. S., & Palmgreen, P. (2005). Sensation seeking, individualism-collectivism, message stimulus and health risk messages: A four-country study. Presented to the International Communication Association (ICA), New York, NY.

Noar, S. M., Zimmerman, R. S., Palmgreen, P., Lustria, M., & Lu, H. Y. (2005). What makes an effective public service announcement? A test of four theoretically-driven approaches. Presented to the International Communication Association, New York, NY.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005). Short-term results of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults. Presented to the International Communication Association, New York, NY.

- Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005). Effects of a televised 2-city mass media campaign targeting risk-taking heterosexually active young adults. Presented to the Seventh International AIDS Impact Conference, Cape Town, South Africa.
- Hoyle, R.H., Duvall, J., Karamelic, A., & Palmgreen, P. (2004). Synergistic effects of impulsivity and sensation seeking on adolescent substance use. Presented to the Society for Prevention Research, Quebec City, Canada.
- Noar, S. M., Zimmerman, R. S., Palmgreen, P., Lustria, M. L. A., & Matuza, M. L. (2004). Understanding condom use in young adults: Integrating personality and psychosocial theoretical approaches. Poster session presented to the International Communication Association, New Orleans, LA.
- Stephenson, M.T., Hoyle, R.H., Palmgreen, P., & Slater, M.D. (2003). Brief measures of sensation seeking for research on communication and risky health behaviors. Presented to the National Communication Association, Miami.
- Palmgreen, P.C., Donohew, L., Lorch, E.P., & Hoyle, R.H. (2003). SENTAR: A sensation seeking approach to social marketing campaigns to prevent risky behaviors. Presented to the American Public Health Association, San Francisco.
- Zimmerman, R.S., Palmgreen, P.C., Noar, S., Lustria, M.L., Matuza, M.L., & Allard, S.L. (2003). Sensation seeking and impulsive vs. rational decision-making as moderators of the effectiveness of HIV/STD public service announcements. Presented to the American Public Health Association, San Francisco.
- Noar, S.M., Zimmerman, R.S., Palmgreen, P., Allard, S.L., Lustria, M.L., Matuza, M.L., & Cupp, P.K. (2003). Development of a safer sex media campaign targeting high sensation-seeking and impulsive decision-making young adults. Presented to the National HIV Prevention Conference, Atlanta, GA.
- Allard, S.L., Palmgreen, P., & Zimmerman, R.S. (2003). Focus group recruiting in health communication campaigns: Lessons from a project on risky sexual behavior. Presented to the International Communication Association, San Diego, CA.
- Duthler, K., and Palmgreen, P. (2003). The influence of peripheral cues on the processing of persuasive messages on the world wide web. Presented to the International Communication Association, San Diego, CA.
- Zimmerman, R. S., Palmgreen, P., & Noar, S. M. (2002). A safer sex media campaign targeted at high sensation-seekers and impulsive decision-makers. Presented to the National Institute of Mental Health, Bethesda, MD.

- Palmgreen, P., Stephenson, M.T., Everett, M.W., Baseheart, J.R., & Francies, R. (2001). Perceived message sensation value (PMSV) and the dimensions and validation of a PMSV scale. Presented to the International Communication Association, Washington, D.C.
- Morgan, S.E., Palmgreen, P., Hoyle, R.H., & Lorch, E.P. (2001). Association's between formal message features and subjective evaluations of the sensation value of anti-drug public service announcements. Presented to the International Communication Association, Washington, D.C.
- Slater, M., Hoyle, R.H., & Palmgreen, P. (2001). A reliable two-item sensation-seeking index and prediction of substance use. Presented to the International Communication Association, Washington, D.C.
- Palmgreen, P., Donohew, L., Lorch, E.P., Hoyle, R.H., & Stephenson, M.T. (2000). Television campaigns and adolescents marijuana use: Tests of a sensation seeking strategy. Presented to the International Communication Association, Acapulco, Mexico.
- Stephenson, M.T., Lorch, E.P., Morgan, S.E., Palmgreen, P., Donohew, L., & Hoyle, R.H. (2000). Predictors of message recall of a mass media anti-marijuana campaign: Summative research assessing the impact of targeting high sensation seekers. Presented to the International Communication Association, Acapulco, Mexico.
- Stephenson, M.T., & Palmgreen, P. (1999). Central, narrative, and sensory processing of anti-marijuana PSAs: Using message sensation value to reach at-risk adolescents. Presented to the International Communication Association, San Francisco.
- Palmgreen, P., & Donohew, L., (1999). Effective mass media strategies for drug abuse prevention campaigns: The SENTAR approach. Presented to the International Communication Association, San Francisco.
- Stephenson, M.T., & Palmgreen, P. (1999, November). What Makes Anti-Marijuana PSAs Persuasive? Message sensation value and involvement as determinants of multi-modal message processing. Presented to the National Communication Association, Chicago, IL.
- Stephenson, M. T., Hoyle, R. H., Lorch, E. P., Donohew, L., Palmgreen, P., & Colon, S. E. (1998). Assessing the attitude salience hypothesis: Results from a drug abuse prevention campaign targeting adolescent marijuana use. Presented to the National Communication Association, New York.
- Stephenson, M. T., Hoyle, R. H., Palmgreen, P., Donohew, L., Lorch, E. P., & Colon, S.

- E. (1998). Preliminary results of an anti-marijuana media campaign targeting high sensation seeking adolescents. Presented to the National Communication Association, New York.
- Hoyle, R. H., Donohew, R. L., Lorch, E. P., and Palmgreen, P. (1997). Sensation seeking and drug-related attitudes and behaviors among adolescents. Presented to the Society for Prevention Research, Baltimore, MD.
- Palmgreen, P., (1997). Reaching the unreachable in media prevention campaigns. Presented to the National Prevention Network Research Conference on Alcohol, Tobacco, and other Drugs, Philadelphia, PA.
- Marghalani, K., Palmgreen, P., and Boyd, D. A. (1997). The utilization of direct satellite broadcasting (DBS) in Saudi Arabia. Presented to the International Communication Association, Montreal, Canada.
- Palmgreen, P., & Donohew, L. (1996). Reaching target audiences in mass communication health campaigns: Sensation seeking and receptivity in communication. Presented to the Speech Communication Association, San Diego, CA.
- Reece, D., & Palmgreen, P. (1996). Coming to America: Cultural adaptation and media use among Indian sojourners in the US. Presented to the International Communication Association, Chicago, IL.
- Dsilva, M., Harrington, N.G., Palmgreen, P., & Donohew, L. (1994). Designing drug abuse prevention campaigns for the high sensation seeker: The role of exciting alternative activities. Presented to the Speech Communication Association, New Orleans, LA.
- Auter, P., & Palmgreen, P. (1993). Development of parasocial interaction as a function of reported viewing of a television program. Presented to the Association for Education in Journalism and Mass Communication, St. Louis, Missouri.
- Palmgreen, P., Lorch, E.P., Donohew, L., Grant Harrington, N., Dsilva, M., & Helm, D. (1993). Reaching at-risk populations in a mass media drug abuse prevention campaign: Sensation seeking as a targeting variable. Presented to the International Communication Association, Washington, D.C.
- Lawrence, P.A., & Palmgreen, P. (1993). A uses and gratifications analysis of horror film preferences. Presented to the International Communication Association, Washington, D.C.
- Auter, P., & Palmgreen, P. (1992). Development of a new parasocial interaction measure: The audience-persona interaction scale. Presented to the International Communication Association, Miami, Florida.

- Palmgreen, P., Lorch, E.P., Donohew, L., Helm, D., Baer, S., & Dsilva, M. (1991). Program context, sensation seeking, and attention to televised anti-drug public service announcements. Presented to the International Communication Association, Chicago, Illinois.
- Lawrence, P., & Palmgreen, P. (1991). Arousal needs and gratifications sought from theatrical films. Presented to the International Communication Association, Chicago, Illinois.
- Rogus, M., Palmgreen, P., & Everett, M. (1990). Sensation seeking as a targeting variable for television advertisers. Presented to the International Communication Association, Dublin, Ireland.
- Sypher, H., & Palmgreen, P. (1990). Communication-related measures. Presented to the International Communication Association, Dublin, Ireland.
- Donohew, L., Palmgreen, P., Lorch, E., Helm, D., Rogus, M., & Grant, N. (1989). Sensation seeking and targeting of televised anti-drug PSA's. Presented to the International Communication Association, San Francisco, California.
- Palmgreen, P., & Cook, P.L. (1988). Avoidances, gratifications, and consumption of theatrical films: The rest of the story. Presented to the International Communication Association, New Orleans, Louisiana.
- Sypher, H. E., Palmgreen, P., & Haas, J. (1987). Grant activity in communication. Presented at the joint meeting of the SSCA/CSSA Associations, St. Louis, Missouri.
- Palmgreen, P., Cook, P.L., Harvill, J.G., & Helm, D.M. (1987). The motivational framework of moviegoing: Uses and avoidances of theatrical films. Presented to the International Communication Association, Montreal, Canada.
- Donohew, L., Palmgreen, P., & Rayburn, J.D. (1987). Social and psychological origins of media use: A lifestyle analysis. Presented to the International Communication Association, Montreal, Canada.
- Palmgreen, P., & Rayburn, J.D. (1984). An expectancy-value approach to media gratification. Presented to the Speech Communication Association, Chicago.
- Palmgreen, P., & Rayburn, J.D. (1984). A comparison of gratification models of media satisfaction. Presented to the Association for Education in Journalism and Mass Communication, Gainesville, Florida.
- Palmgreen, P., Wenner, L.A., & Rosengren, K.E. (1984). Uses and gratifications research: The last ten years. Presented to the International Communication

Association, San Francisco, California.

- Palmgreen, P. (1983). The uses and gratifications approach: Theoretical perspectives and practical relevance. Presented to the Hans-Bredow Institute Symposium on Empirical Audience Research: Expectations and Questions of Media Practice--Answers of Media Science, Hamburg, West Germany.
- Rayburn, J. D., & Palmgreen, P. (1983). Uses and gratifications and expectancy-value theory: Merging two traditions. Presented to the Broadcast Education Association, Las Vegas, Nevada.
- Rayburn, J. D., Palmgreen, P. & Acker, T. (1981). Dimensions of gratifications sought and gratifications obtained: A study of "Good Morning America" and "Today". Presented to the Association for Education in Journalism, Theory and Methodology Division, East Lansing, Michigan.
- Palmgreen, P., & Rayburn, J.D. (1979). Relations between gratifications sought and gratifications obtained: A study of television news. Presented to the Association for Education in Journalism, Theory and Methodology Division, Houston, Texas.
- Palmgreen, P., & Rayburn, J.D. (1978). Uses and gratifications and exposure to public television: A discrepancy approach. Presented to the Association for Education in Journalism, Theory and Methodology Division, Seattle, Washington.
- Clarke, P., & Palmgreen, P. (1974). Media use, political knowledge, and participation in public affairs. Presented to the International Sociological Association, Toronto, Canada.
- Palmgreen, P., Kline, F.G., & Clarke, P. (1974). Message discrimination and information holding about political affairs. Presented to the International Communication Association.
- Donohew, L., & Palmgreen, P. (1970). Psychological stress, dogmatism, and attribute prominence in selective exposure to information. Presented to the Association for Education in Journalism, Theory and Methodology Division, Washington, D.C.
- Palmgreen, P. (1970). A daydream model of communication: The effect of daydreaming on message reception and comprehension. Presented to the American Association for Public Opinion Research, World Association for Public Opinion Research, Lake George, New York.

Panels and Workshops

- Palmgreen, P. (2001). Panelist on Current and upcoming grant opportunities: National Institutes of Health and Centers for Disease Control and Prevention, annual meeting of the International Communication Association, Washington, D.C.

Palmgreen, P. (2001) Panelist on Communication research and policy problems: Lessons from the real world, annual meeting of the International Communication Association, Washington, D.C.

Palmgreen, P. (2001). Panelist on Using communication research to design, implement and evaluate the Office of National Drug Control Policy National Youth Anti-Drug Media Campaign, annual meeting of the International Communication Association, Washington, D.C.

Other Presentations

Donohew, L., Palmgreen, P., Lorch, E. P., Hoyle, R. H., & Ali, M. (1998). Effective mass media strategies for drug abuse prevention campaigns: The SENTAR approach. Presented to the Sixth University of Kentucky Health Communication Conference, Lexington, KY.

Donohew, L., Palmgreen, P., & Hoyle, R. (1996). Increasing the effectiveness of televised anti-drug PSA's: The Two Cities Project. Presented to the Fifth University of Kentucky Health Communication Conference, Lexington, KY.

Donohew, L., Palmgreen, P., & Lorch, E.P. (1994). Attention, need for sensation, and health communication campaigns. Presented to the Fourth University of Kentucky Health Communication Conference, Lexington, KY.

Donohew, L., Palmgreen, P., & Lorch, E.P. (1992). Sensation Seeking and Messages in an Anti-Drug Media Campaign. Presented at the Third University of Kentucky Health Communication Conference, Lexington, Kentucky.

Donohew, L., Palmgreen, P., & Lorch, E.P. (1991). Sensation Seeking and Drug Use Among Youth. Presented to the 1991 Governor's Conference on Alcohol and Other Drug Abuse, Louisville, Kentucky.

Donohew, L., Palmgreen, P., & Lorch, E.P. (1989). Increasing the Effectiveness of Televised Anti-Drug PSAs. Presented to the Conference on Persuasive Communication and Drug Abuse Prevention sponsored by the National Institute on Drug Abuse, Lexington, KY.

PANELS ORGANIZED AND CHAIRED

Issues and Advances in Uses and Gratifications Research. Invited paper session sponsored by the Mass Communication Division of the International Communication Association, Dallas, Texas, May, 1983.

DISCUSSANT

Communicating About Alcohol and Drug Abuse. Panel at annual meeting of the International Communication Association, Chicago, Illinois, 1991.

LECTURES

Lectures on audience uses of mass communication given at:

Lund University, Sweden
University of Gothenburg, Sweden
Uppsala University, Sweden

University of Munich, West Germany

University of Westphalia, Muenster, West Germany

University of Nuremburg, West Germany

University of Nijmegen, The Netherlands

CONGRESSIONAL TESTIMONY

Testimony given June 25, 2002, U.S. House of Representatives Subcommittee on Criminal Justice, Drug Policy and Human Resources regarding why TV PSA campaigns can play an important cost-effective role in preventing teen marijuana use (based on 2001 *AJPH* article).

PROFESSIONAL MEMBERSHIPS

International Communication Association

National Communication Association

Broadcast Education Association

American Public Health Association

Society for Prevention Research

JOURNAL EDITORIAL SERVICE

Referee, Communication Monographs, 1984-present

Referee, Communication Research, 1975-present

Referee, Health Communication, 2002- present

Referee, Media Psychology, 2003-present

Referee, Journal of Broadcasting and Electronic Media, 1981-present

Referee, Journalism Quarterly, 1989-1991

Referee, Journal of Communication, 1988-1992

Referee, Human Communication Research, 1985

Editorial Board, Journal of Broadcasting and Electronic Media. 1985-1988

Referee, Critical Studies in Mass Communication, 1984-85

Referee, Journalism Monographs, 1979-1982.

GRADUATE STUDENT COMMITTEES

Served on or chaired the committees of 55 Ph.D. and more than 60 M.A. students at the University of Kentucky. Have directed 10 doctoral dissertations and co-chaired 7 dissertations.

UNIVERSITY AND PUBLIC SERVICE

Member, Campaign Design Panel for Kentucky Council on Postsecondary Education. 1999-2001.

Member, Review Committee, University of Kentucky Survey Research Center, Spring 2000.

Associate, Center on Drug and Alcohol Research, 1993-present

Member, University of Kentucky Research Foundation Research Committee, 1994-95

Member, Cancer Communication System Advisory Committee, McDowell Cancer network, 1984-present

Member, University Prior Service Committee, 1992-94

Member, University Senate, 1985-88

Member, Chancellor's Faculty Appeals Committee, 1992-93, 1994-95.

Member (alternate), University Appeals Board, 1985-87

Member, College Graduate Admissions and Financial Aid Committee (numerous times)

Member, College Graduate Program Committee (numerous times).

Member, College Review Committee, 1988-89

Member, Senate Advisory Hearing Committee on Privilege and Tenure, 1981-84

Member, College Faculty Council, 1978-79, 1984-87, 1990-91, 1992-93

Chair, Cancer Communication System Advisory committee, McDowell Cancer network, 1987-89.

Member, College Realignment and Restructuring Committee, 1992-93

Member, University Senate Academic Program Committee, 1985-88.

Chairperson, Dean's Advisory Committee on Promotion and Tenure, College of Communications, 1985-86, 1989-90; Member, 1992-93.

Member, College Merit Appeals Committee, 1989-90, 1992-93, 1994-95, 1996-97.

Member, Social Sciences Academic Area Advisory Committee, 1986-88

Member, Dean's Search Committee, College of Communications and Information Studies, 1997-98

Member, Dean's Search Committee, College of Communications, 1986-87

Member and/or Chair of several departmental committees (each a number of times), including Academic Personnel Committee, Curriculum Committee, Information Committee, Placement Committee, and several Search Committees, 1974-present

Member, Theory and Methodology Research Committee, Association for Education in Journalism, 1976-77