

CURRICULUM VITAE
CYNTHIA-LOU COLEMAN

Education

Ph.D.	1994	Journalism and Mass Communication University of Wisconsin, Madison
M.P.S.	1990	Communication Cornell University
B.A.	1975	Liberal Arts California State University, Sonoma

Employment

Associate Professor (tenured), Portland State University, 2001-present

Assistant Professor, Georgia State University, 1997-2000

Science Fellow, Centers for Disease Control and Prevention, 1996-1997

Assistant Professor, University of Oregon, 1993-1996

Dissertation

An Examination of the Relationship of Structural Pluralism, News Role and Source Use with Framing in the Context of a Community Controversy, 1994, Sharon Dunwoody, advisor

Refereed Publications

Book Chapters

Coleman, Cynthia-Lou (in press). How Kennewick Man and media constructs frame Indian identity, forthcoming in *American Indians and American Popular Culture*, Elizabeth DeLaney Hoffman, Editor. Praeger Press (ABC-CLIO) Santa Barbara, California. (Accepted November 23, 2010) (6,443 words).

Coleman, Cynthia-Lou. Construction of Indian and settler relationships against the backdrop of scientific and cultural rationality in mass media. *Proceedings from the 2003 Environmental Communication Conference*, 2004.

Coleman, Cynthia-Lou. Emergent values from American Indian discourse. *Communication Ethics and Universal Values*. Sage, 1997, pp. 194-210. Clifford Christians and Michael Traber, editors.

Coleman, Cynthia-Lou. Science, technology and risk coverage of a community conflict. Sage, 1997, pp. 486-493. *Social Meanings of News*. Dan Berkowitz, editor.

Coleman, Cynthia-Lou. A war of words: How news frames define legitimacy in a native conflict. Westview Press, 1996, pp. 181-194. *Dressing in Feathers: The Construction of the Indian in American Popular Culture*. S. Elizabeth Bird, editor.

Coleman, Cynthia-Lou and Clifford W. Scherer. Communication, community participation and waste management. *Proceedings from the First U.S. Conference on Municipal Solid Waste Management*. Washington D.C., 1993.

Articles

Cynthia-Lou Coleman and L. David Ritchie (in press). Examining metaphors in biopolitical discourse. *Lodz Papers in Pragmatics* 6.2: 195-228. (Accepted September 2011) (12,843 words).

Kikuchi, Mami and Cynthia-Lou Coleman (in press). Explicating and measuring social relationships in social capital research. *Communication Theory*. (Accepted January 2011) (6,371 words).

Coleman, Cynthia-Lou, L. David Ritchie and Heather Hartley. Assessing frames and metaphors in news coverage of prescription drug advertising. *Journal of Health and Mass Communication*, 2008, 1/2: 108-127.

Hartley, Heather and Coleman, Cynthia-Lou. News media coverage of direct-to-consumer pharmaceutical advertising: Implications for countervailing powers theory. *Health*, 2008, 12 (1): 107-132.

Coleman, Cynthia-Lou, Heather Hartley and J. David Kennamer. Examining claimsmakers' frames in news coverage of direct to consumer advertising. *Journalism and Mass Communication Quarterly*, 2006, 83(3): 547-562.

Coleman, Cynthia-Lou. Framing Cinematic Indians within the Social Construction of Place. Joint issue *American Studies*, 2005, 46(3/4) and *Indigenous Studies Today*, 2005-2006, 1: 281-299.

Coleman, Cynthia-Lou and Erin V. Dysart. Framing of Kennewick Man against the backdrop of a scientific and cultural controversy. *Science Communication*, 2005, 27(1): 3-26.

Coleman, Cynthia-Lou and Jessica A. Corbitt. The social construction of mental health and depression. *Ecquid Novi*, 2003, 24(1): 99-114.

Coleman, Cynthia-Lou. Examining influences of pharmacists' communication with consumers about antibiotics. *Health Communication*, 2003, 15(1): 79-99.

Freudenburg, William, Cynthia-Lou Coleman, James Gonzales and Catherine Helgeland. Media coverage of hazard events: analyzing the assumptions. *Risk Analysis*, 1996, 16(1): 31-42.

Coleman, Cynthia-Lou. Science, technology and risk coverage of a community conflict. *Media, Culture and Society*, 1996, 17: 65-70.

Coleman, Cynthia-Lou. The influence of mass media and interpersonal channels on societal and personal level risk judgments. *Communication Research*, 1993, 20 (4): 611-628.

Coleman, Cynthia-Lou. What policy-makers can learn from public relations practitioners? *Public Relations Quarterly*, 1989-1990, 34 (4): 26-31.

Articles under review or revision

Coleman, Cynthia-Lou. How social discourse about science in Indian Country frames identity. Submitted August 2010 to *Wicazo Sa Review* (6,423 words).

Book Reviews

Coleman, Cynthia-Lou. Distilling the complexities of PR research in "Using Public Relations: Applications to Program Management." *Public Relations Quarterly*, 1990 (Fall).

Encyclopedia Entries

Coleman, Cynthia-Lou. Kennewick Man; Film. CQ Press (Sage), 2009. *Encyclopedia of United States Indian Policy and Law*. Paul Finkelman and Tim Alan Garrison, editors.

Coleman, Cynthia-Lou. Sage, 2010. Drug advertising; Non-Western science and medicine (peer reviewed). *Encyclopedia of Science and Technology Communication*. Susanna Hornig Priest, editor.

Non-Refereed Publications (Popular)

Coleman, Cynthia-Lou and Douglas Herman. (Winter 2011). Ways of knowing: “Naked science” or Native wisdom. *American Indian Magazine*, Smithsonian National Museum of the American Indian, pp. 28-33.

Coleman, Cynthia-Lou (October 14, 2008). Guest Opinion: A counterweight to democratic freedom. *The Oregonian*.

Coleman, Cynthia-Lou (July 23, 2008). Guest Opinion: Our political discourse: Journalists assume they get it, you don't. *The Oregonian*.

Coleman, Cynthia-Lou (October 27, 2007). Guest Opinion: Indian Mascots. *The Oregonian*.

Coleman, Cynthia-Lou (October 21, 2003). Commentary: Pseudo-news. *The Oregonian*.

Coleman, Cynthia-Lou (July 17, 2003). Beloved carriage turns into a pumpkin. *The Oregonian*.

Coleman, Cynthia-Lou (Spring, 2003). What in the world was I thinking? Can undergraduates rise to the research occasion? *PSU Faculty Focus*

Coleman, Cynthia-Lou (October 31, 2000). For Halloween, satisfy trick-or-treaters without rotting teeth or fattening kids. *The Atlanta Constitution*.

Coleman, Cynthia-Lou (October 1992). Native Americans must set their own media agenda. *Quill*.

Blog (Popular)

Coleman, Cynthia-Lou (3-5 times per week). Native Science; Word Press.
<http://nativescience.wordpress.com/>

Presentations at Professional Meetings

Coleman, Cynthia-Lou and L. David Ritchie (2011). Examining metaphors in biopolitical discourse. Paper presented to the Association for Education in Journalism and Mass Communication.

Coleman, Cynthia-Lou (2010). When science and politics collide in the framing over Indian identity. Paper presented to the Association for Education in Journalism and Mass Communication.

Coleman, Cynthia-Lou and L. David Ritchie (2009). How under-the-radar metaphors influence opinion in health discourse. Western States Communication Association.

Kikuchi, Mami and Cynthia-Lou Coleman (2008). Explicating and measuring social relationships in social capital research: A working paper, presented to the Association for Education in Journalism and Mass Communication. *Top Faculty Research Paper*.

Coleman, Cynthia-Lou and Heather Hartley (2007). Countervailing powers influence in direct-to-consumer advertising news frames, presented to the Western States Communication Association. *Top Faculty Research Paper*.

Angela D. Abel and Cynthia-Lou Coleman (2007). Examining episodic and thematic framing of the 2005 French riots in cross national press, presented to the Association for Education in Journalism and Mass Communication.

Coleman, Cynthia-Lou and L. David Ritchie (2006). Dispensing information or propaganda? Appraising frames in news coverage of prescription drug advertisements, presented to the Association for Education in Journalism and Mass Communication.

Coleman, Cynthia-Lou, Heather Hartley and J. David Kennamer (2005). Framing news coverage of direct to consumer advertising, presented to the Association for Education in Journalism and Mass Communication.

Coleman, Cynthia-Lou and Erin Dysart (2004). An examination of scientific and cultural controversy through an ethical lens: a case study of mediated discourse about Kennewick Man, presented to the Association for Education in Journalism and Mass Communication.

Coleman, Cynthia-Lou and Erin Dysart (2003). Examining risk communication from a new paradigm, presented to the Society for Risk Analysis.

Coleman, Cynthia-Lou (2003). Constructing the Indian in mediated discourse of scientific and cultural rationality. Presented to the bi-annual meeting of the Conference on Communication and the Environment, Salem, Oregon.

Coleman, Cynthia-Lou, Liana Winett, Regina Lawrence and John Morris (2002). News coverage of bioterrorism in the wake of September 11. Presentation to the annual meeting of the Society for Risk Analysis, New Orleans, Louisiana.

Winett, Liana, Cynthia-Lou Coleman and Regina Lawrence (2002). Public health in the public eye: The case of bioterrorism. Presentation to the annual meeting of the American Public Health Association, Philadelphia, Pennsylvania.

Lawrence, Regina, Cynthia-Lou Coleman and Liana Winett (2002). Public health in the public eye: New York Times reporting on bioterrorism after 9/11. Presentation to the conference, Restless Searchlight: Terrorism, the Media and Public Life, American Political Science Association and the Kennedy School of Government, Joan Shorenstein Center on the Press, Politics and Public Policy, Cambridge, Massachusetts.

Coleman, Cynthia-Lou and Jessica Corbitt (2000). The social construction of mental health and depression: a work in progress. Presentation to the annual meeting of the Society for Risk Analysis, Arlington, Virginia.

Coleman, Cynthia-Lou and Jessica Corbitt (2000). The social construction of depression and antidepressant drugs. Presentation to the annual meeting of the National Communication Association, Atlanta, Georgia.

Coleman, Cynthia-Lou (2000). Examining factors that influence pharmacists' willingness to participate in a national health campaign. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Phoenix, Arizona.

Coleman, Cynthia-Lou and Edward Slaughter (2000). The influence of mass media and interpersonal channels on white and nonwhite men's and women's health behaviors. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Phoenix, Arizona.

Coleman, Cynthia-Lou (1999). How consumers judge risks from direct-to-consumer prescription drug ads. Paper presented as part of a panel, New Directions in Risk Communication, at the annual meeting of the Society for Risk Analysis, Atlanta, Georgia.

Coleman, Cynthia-Lou and Kathy Brittain McKee (1999). Exploring direct to consumer advertising and Generation X. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, Louisiana.

Coleman, Cynthia-Lou, Christine Wolfe, Scott Dowell and Benjamin Schwartz (1997). Creating the CDC campaign on antibiotic resistance. Paper presented to the annual meeting of the American Public Health Association, Indianapolis, Indiana.

Coleman, Cynthia-Lou (1997). Seizing the frame in an environmental controversy. Paper presented to the Framing in the New Media Landscape Conference, Columbia, South Carolina.

Coleman, Cynthia-Lou, Benjamin Schwartz, Scott Dowell, Sally Holmes, Michelle Clark and Cynthia Roubal (1997). Framing the war on superbugs. Paper presented to the Framing in the New Media Landscape Conference, Columbia, South Carolina.

Coleman, Cynthia-Lou (1997). Framing of native voices in an environmental controversy. Paper presented to the Native American Literature Conference: Ethnicity and the Problem of Multicultural Identity, Eugene, Oregon.

Coleman, Cynthia-Lou, Susan Walsh, Michelle Nicholson, Barbara Miller and Macy Guppy (1996). How Mother Nature reflects meaning in science, rationality and culture. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Anaheim, California.

Coleman, Cynthia-Lou (1994). An examination of the relationship of framing in the context of a community controversy. Paper presented to the Association for Education in Journalism and Mass Communication, Atlanta, Georgia. *Top Faculty Paper Award.*

Coleman, Cynthia-Lou, Benami Bacaltchuk and Jan Lathrop (1993). An examination of community pluralism, news framing, source use and conflict in an environmental issue. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Kansas City, Missouri.

Coleman, Cynthia-Lou and Frank Durham. (1993). Toward an articulation of paradigm and body of knowledge within public relations. Paper presented to the annual meeting of the International Communication Association, Washington, D.C.

Coleman, Cynthia-Lou, Kurt Neuwirth, Sharon Dunwoody and Robert J. Griffin (1993). The influence of risk message cues on cognitive complexity. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Miami, Florida.

Coleman, Cynthia-Lou (1991). The relationship of mass media and interpersonal channels to societal and personal risk judgments. Paper presented to the annual meeting of the Association for Education in Journalism and Mass Communication, Boston, Massachusetts.

Freudenburg, William, Cynthia-Lou Coleman, Catherine Helgeland and James Gonzales (1991). Media coverage of hazard events: quantifying the effects of incident magnitude, outrage factors and recreancy. Paper presented to the annual meeting of the Society for Risk Analysis, Baltimore, Maryland.

Coleman, Cynthia-Lou and Clifford W. Scherer (1991). Health behavior and personal control: a question of efficacy or equity? Paper presented to the International Communication Association, Dublin, Ireland.

Coleman, Cynthia-Lou and Clifford W. Scherer. Communication, community participation and waste management (1990). Paper presented to the First U.S. Conference on Municipal Solid Waste Management, Washington D.C.

Honors, Grants and Fellowships

Smithsonian Institution Fellowship. \$3,500. Visiting Fellow, National Museum of the American Indian. (July 2010).

Research Grant. \$20,000. Principle Investigator. Public Opinion about American Indian Policies and Treaty Rights. Spirit Mountain Community Fund of the Grand Ronde Tribe (2010-2011).

U.S. Fish & Wildlife Grant. \$125,000 (five \$25,000 grants). Co-Principle Investigator with Leslie Rill. (2010-2012).

Faculty Enhancement Award. \$7,850. Principle Investigator. Public Opinion about American Indian Policies and Treaty Rights. Portland State University (2009-2011)

Mercy Corps Service Learning Grant. \$55,000. Principle Investigator (2008-2009).

Faculty Enhancement Award. \$7,000. Principle Investigator. Exploring relationships between social capital and communication channels. Portland State University (2005-2007).

Faculty Enhancement Award. \$5,244. Co-investigator with Heather Hartley. An analysis of news media coverage of direct-to-consumer pharmaceutical ads. Portland State University (2002-2004).

Middle East Teaching-Research Partnership, USAID. \$350,000. Leonard Teel, principal investigator. Taught courses and seminars on public opinion and public relations in Jordan and Palestine. Georgia State University (2000).

Other Research Achievements

Invited speaker. "Future of Our Salmon Conference." Columbia River Intertribal Fish Commission. Portland, Oregon (May 2011).

Invited speaker. The Smithsonian Institution Guest Speaker Series. “When Science and Politics Collide in the Framing over Indian Identity,” Washington, D.C. (July 2010).

Invited speaker. University of South Carolina, College of Mass Communications and Information Studies. College Research Lecture Series, “News Media Representations of Native American Values” (March 2005).

Invited speaker. University of Maryland, Department of Communication, Colloquium Series. “Taking Aim at Superbugs to Spark Interest and Compliance in Health Behavior” (January 2000).

Other Teaching Activities

Native American Studies program faculty member. Portland State University (2001-present)

School of Community Health affiliated faculty member. Portland State University (2001-present)

Other Community Outreach Achievements

Volunteer, Wisdom of the Elders. A non-profit community organization based in Portland, Oregon, committed to Native American cultural preservation, education, and race reconciliation. (2009-present)

Volunteer, Oregon Children’s Theatre. Portland, Oregon (2006-present).

Judge, National Bronze and Silver Anvil Awards, Public Relations Society of America (2003, 2004)

Judge, Regional Spotlight Awards, Public Relations Society of America (2001, 2002)

Volunteer, American Red Cross and March of Dimes annual fundraising events. Marietta, Georgia (1997-2000)

Volunteer, Native American 4-J Schools Program. Eugene, Oregon (1993-1996)

Governance Activities

Chair (elected), Department of Communication. Portland State University (2007-present)

Member, Promotion and Tenure Advisory Committee. College of Liberal Arts and Sciences, Portland State University (2008-2011)

Director of Graduate Studies, Department of Communication, Portland State University (2002-2006)

Professionally Related Service

Associate Editor, *Science Communication* journal (2010-present)

Editor of the *Journal of the Northwest Communication Association* (2006-2009)

Editorial board member, *Encyclopedia of Science and Technology Communication* (2008-2010)

Editorial board member, *Science Communication* journal (2007-present)

Advisor on communication theory, teaching and psychometrics for the Educational Testing Service (Princeton, N.J.) (2006-present)

Peer reviewer: (partial list) *Communication Research*, *Journal of Communication*, *Science Communication*, *Health Communication*, *Journalism and Mass Communication Quarterly*, *Public Understanding of Science*, and *Sociology of Health and Illness*

Newsletter editor, Association for Education in Journalism and Mass Communication, Science Communication Interest Group (2006-2008). Other elected offices include: Research Chair (2000-2001); Chair (1996-1997), Vice Chair (1995-1996)

External reviewer tenure and promotion, American University (Washington, D.C), 2004

Memberships in Professional Societies

Association for Education in Journalism and Mass Communication

National Communication Association

Native American Journalists Association

Western States Communication Association

Northwest Communication Association

Recognitions and Awards

John Eliot Allen Award for Outstanding Teaching. Portland State University (2009, 2006)

Top Faculty Research Award. Association for Education in Journalism and Mass Communication (2008, 1994)

Top Faculty Research Award, Western States Communication Association (2007)

Outstanding Professor Nominee. Georgia State University (2000)

Graduate Student Scholarship Award, Association for Education in Journalism and Mass Communication (1993)

Lynn Reyer Dissertation Award, University of New Mexico-Albuquerque (1993)

Editorial Writing Award, Native American Journalists Association (1993)

Graduate Fellowship, Gannett Foundation-Freedom Forum (1990-1991)

University of Wisconsin Graduate Fellowship (1990-1993)

Osage Tribal Education Scholarship (1988-1992)

Cornell University President's Fellowship (1988-1990)

Graduate Scholarship, American Business Women's Association (1990-1991)