

# KATHERINE A. ELDER

Ph.D., M.A., M.P.Affairs

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## CV SUMMARY

I hold a Ph.D. in Communication with an academic and professional background in public policy and health disparities. My research interests center on the translation of public health and medical research into equitable public policy and practice.

## ACADEMIC APPOINTMENTS

2024–Present	<b>Assistant Teaching Professor, Communication</b> <b>University of California, Santa Barbara</b>
2018–2024	<b>Assistant Professor, Health Communication</b> <b>California State University, Channel Islands</b> Promotion to Associate Professor in 2024

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## EDUCATION

2017–2018	<b>Postdoctoral</b> <b>Michael &amp; Susan Dell Center for Healthy Living, University of Texas Health Science Center in Houston, School of Public Health in Austin</b> Research Mentor: Deanna Hoelscher, Ph.D.; Professor and Director, Dell Center for Healthy Living, University of Texas School of Public Health
2017	<b>Ph.D. Communication</b> <b>University of Southern California Annenberg School for Communication and Journalism</b> Dissertation Chair: Lynn Miller, Ph.D.; Professor of Communication
2015	<b>M.A. Communication</b> <b>University of Southern California Annenberg School for Communication and Journalism</b>
2009	<b>Masters of Public Affairs</b> <b>University of Texas at Austin Lyndon B. Johnson School of Public Affairs</b>
2006	<b>B.A. Political Science</b> <b>University of California, Davis</b>

# RESEARCH

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## PUBLICATIONS

### *Under Review*

**Elder, K.A.** & Dixon, L.Z. Connecting organizational justice to perceptions of safety: A study of student essential employees during the Covid-19 pandemic. Under review at *Work and Occupations*.

### *Drafts in Progress*

**Elder, K.A.** & Hoelscher, D. The impact of obesity message frames on Texas state legislators. In preparation for submission to *Journal of Applied Communication Research*.

### *Refereed Journal Articles*

[6] **Elder, K.A.** (2022). [Pandemic pedagogy: Experiential learning illustrating risk and health communication principles](#). *Communication Teacher*, 36(1), 20–26.

[5] **Elder, K.A.** (2021). [Understanding source-related influences on physicians translating comparative effectiveness research into patient care: Results from a study of cardiologists](#). *Studies in Social Science Research*, 2(4), 66–77.

[4] **Elder, K.A.**; Smith, C.; Niday, C.; Massie, A.W.; Reat, A.M.; Haidar, A.; Cook, M.L.; Hoelscher, D. (2021). [Implementing statewide health surveillance in schools: Processes and lessons learned from the Texas SPAN project](#). *Health Behavior and Policy Review*, 8(5), 412–421.

[3] **Elder, K.A.** (2018). [Propaganda for kids: Comparing IS-produced propaganda to depictions of propaganda in The Hunger Games and Harry Potter film series](#). *International Journal of Communication*, 12, 909–927.

[2] Thainiyom, P. & **Elder, K.A.** (2017). [Emotional appeals in HIV prevention campaigns: Unintended stigma effects](#). *American Journal of Health Behavior*, 41(4), 390–400.

[1] **Elder, K.A.** (2015). [HealthCare dot flub: An examination of the politics and administrative processes contributing to the strained launch of the federal health insurance exchange](#). *International Journal of Communication*, 9, 3477–3484.

### *Books*

[1] **Elder, K.A.** (2024.) [The Global Communication Project: 2024](#).

### *Encyclopedia Entries & Professional Reports*

[3] **Elder, K.A.** (2015). Civil Rights Act of 1964. In F.F. Wherry & J.B. Schor (Eds.), *The SAGE Encyclopedia of Economics and Society* (pp. 375–378). SAGE Publications.

# RESEARCH

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## PUBLICATIONS, CONTINUED

[2] **Elder, K.A.**, Retrum, J. (2012). [Framework for isolation in adults over 50](#). Prepared for the AARP Foundation.

[1] Engelberg, M.; Sanchez, T.; **Elder, K.A.**; Floyd, J.; Figueroa, C. (2010). [Motorcycle Safety: How to Save Lives and Save Money](#). Prepared for the Centers for Disease Control and Prevention National Center for Injury Prevention and Control.

### *Media Publications*

[1] Dixon, L.Z. & **Elder, K.A.** (2021, August 7). [CSUCI study shows how much local students need our support](#). *Ventura County Star*.

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## PRESENTATIONS

### *Refereed Conference Presentations*

[7] **Elder, K.A.**, Hoelscher, D. (2019). *The impact of obesity message frames on Texas state legislators*. Paper presented at the American Public Health Association Annual Meeting & Exposition, Philadelphia, PA.

[6] **Elder, K.A.**; Nichols, D.; Atteberry, H.; Dowdy, D.; Menendez, T.; Hoelscher, D. (2018). *Legislative bias and barriers to informed and equitable obesity policy in Texas*. Poster presented at the American Public Health Association Annual Meeting & Exposition, San Diego, CA.

[5] **Elder, K.A.**; Smith, C.; Niday, C.; Reat, A.; Haidar, A.; Hoelscher, D. (2018). *Implementing statewide health surveillance in elementary, middle, and high schools: Processes, lessons learned, and best practices from the Texas School Physical Activity and Nutrition (SPAN) project*. Poster presented at the American Public Health Association Annual Meeting & Exposition, San Diego, CA.

[4] **Elder, K.A.** (2016). *Lost in translation: Institutional and individual barriers to translating evidence-based medical research in the United States*. Paper presented at the International Communication Association Annual Conference, Fukuoka, Japan.

[3] Anderson, J.A. & **Elder, K.A.** (2015). *MSMW differ from MSM in preference for insertive UAI: Do they also differ in self-efficacy that predicts insertive UAI?* Poster presented at the American Public Health Association Annual Meeting & Exposition, Chicago, IL.

[2] Golob, B.B. & **Elder, K.A.** (2015). *When offenders become victims: Examining sexual victimization in U.S. juvenile detention centers*. Paper presented at the International Communication Association Annual Conference, San Juan, Puerto Rico.

# RESEARCH

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## PRESENTATIONS, CONTINUED

[1] **Elder, K.A.** (2014). *Propaganda for kids: An examination of depictions of propaganda in Harry Potter and The Hunger Games*. Paper presented at the Popular Culture Association/American Culture Association Annual Conference, Chicago, IL.

### *Invited Talks & Guest Lectures*

- 2024            *The Politics of Health and Advocacy*. University of Southern California. Presented once a year since 2023.
- 2023            *Moral Panics and Pandemics*. University of California, Irvine. Presented once a year since 2020.
- 2023            *Public Speaking and Health*. Presented once a year since 2016 in San Diego State University's PH 663 (required MPH course), CA.
- 2020            *Pandemic Politics*. Mission-Based Centers "Our Stories Matter" Discussion Series, California State University, Channel Islands.
- 2019            *Persuasion in Media Campaigns*. Hochschule RheinMain, Wiesbaden, Germany.
- 2019            *Tendencias en Comunicación de Salud* (Trends in Health Communication). Universidad del Valle, Cali, Colombia. Presentation delivered in Spanish.
- 2019            *A Regional Examination of Sexual Victimization Rates in Juvenile Detention Facilities*. University of California, Irvine Center in Law, Society, and Culture.
- 2018            *Role of Source in Health Communication*. San Diego State University PH 663 (required MPH course), CA.
- 2018            *The Politics of Health*. San Diego State University, CA.
- 2017            *Social Cognitive Theory in Public Health Research*. University of Texas School of Public Health, Houston, TX.
- 2016            *The Art of Collaboration and Networking*. Oxbridge Academic Programs, Los Angeles, CA.
- 2015            *Collaboration in the Workplace*. Oxbridge Academic Programs, Los Angeles, CA.
- 2015            *Crowdsourcing and Web-Based Research*. San Diego State University PH 663 (required MPH course), CA.

# RESEARCH

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## RESEARCH EXPERIENCE

- 2017–2018     **Postdoctoral Fellow.** Michael & Susan Dell Center for Healthy Living, the University of Texas Health Science Center in Houston, School of Public Health in Austin.
- 2014           **Policy Researcher with Dr. Robert Kaplan, Chief Science Officer.** U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ).
- 2014           **Research Assistant to Dr. Lynn Miller.** University of Southern California Annenberg School for Communication and Journalism.
- 2013–2014    **Research Assistant to Dr. Nicholas Cull.** University of Southern California Annenberg School for Communication and Journalism.
- 2007–2008    **Policy Research Team Member.** Congressional Research Service. Conducted under the direction of Dr. Kenneth Flamm, Professor of Public Affairs at the University of Texas at Austin Lyndon B. Johnson School of Public Affairs.
- 2007           **Research Assistant to Dr. Barbara Baquero.** San Diego State University School of Public Health.

# TEACHING

## TEACHING EXPERIENCE

2024 – Present      **Assistant Teaching Professor of Communication.** University of California, Santa Barbara.

2018–2024      **Assistant Professor of Health Communication.** California State University, Channel Islands.

*NOTE: Campus-wide mean ratings for the academic years listed here for both items range from 4.2–4.5.*

Course and number of evaluations received	"This course was a valuable learning experience for me."	"I would take a course from this professor again."
COMM 200: Introduction to Communication Studies (n = 128)	4.8/5	4.95/5
COMM 205: Introduction to Communication Research* (n = 29)	4.58/5	4.71/5
COMM 310: Quantitative Research Methods (n = 31)	4.74/5	5/5
COMM 325: Health Media Campaigns (n = 59)	4.87/5	4.91/5
COMM/ESRM 327: Communicating Science and Policy* (n = 25)	4.78/5	4.68/5
COMM/POLS 430: Political Communication (n = 20)	4.65/5	4.9/5
COMM/NRS 441: Health Communication (n = 106)	4.75/5	4.82/5
COMM 499: Capstone* (n = 38)	4.66/5	4.8/5

*\*indicates team-taught course*

2015–2017      **Instructor of Record.** University of Southern California Annenberg School for Communication and Journalism.

- *COMM 200: Communication and Social Science.* Student mean rating: 4.86/5.00
- *COMM 204: Public Speaking.* Student mean rating: 5.00/5.00

# TEACHING

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## TEACHING EXPERIENCE, CONTINUED

- 2015–2017            **Instructor.** University of Southern California Marshall School of Business' Experiential Learning Center.
- 2013–2015            **Teaching Assistant.** University of Southern California Annenberg
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## INSTRUCTIONAL TRAINING

- 2021–2022        Undocumented Student Ally Training. California State University, Channel Islands.
- 2020–2021        Community Engagement and Social Justice Faculty Fellows Program. California State University, Channel Islands' Center for Community Engagement.
- 2018–2019        Humanizing Online Learning. California State University, Channel Islands' Teaching & Learning Innovations.
- 2018–2019        Online Course Design. California State University, Channel Islands' Teaching & Learning Innovations.

# AWARDS

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## AWARDS & HONORS

- 2022 **Winner, Arts & Sciences Faculty Excellence Award in Teaching.** California State University, Channel Islands.
- 2019 **Nominee, Faculty Mentor Award.** California State University, Channel Islands' Educational Opportunity Program.
- 2015 **Winner, Outstanding Teaching Assistant.** University of Southern California's Annenberg Student Communication Association.
- 2014 **Winner, Outstanding Teaching Assistant.** University of Southern California's Annenberg Student Communication Association.
- 2006 **Winner, Outstanding Research Paper.** University of California Washington, DC (UCDC) Program.
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## FELLOWSHIPS & GRANTS

- 2021 **Mini Grant.** Covid-19 Workplace Protocol Student Study with Dr. Lydia Dixon. Center for Integrative Studies, California State University, Channel Islands. \$750.
- 2021 **Research, Scholarship, and Creative Activities Award.** Covid-19 Workplace Protocol Student Study with Dr. Lydia Dixon. Division of Academic Affairs – Research and Sponsored Programs, California State University, Channel Islands. \$6,000.
- 2020–2021 **Social Justice Faculty Fellowship.** Center for Community Engagement, California State University, Channel Islands. \$1,450.
- 2019 **Faculty Mentor.** National Science Foundation (NSF) AGEP California Hispanic Serving Institutions (HSI) Alliance to Increase Underrepresented Minority Faculty in STEM. \$7,500.
- 2017 **Pilot Grant.** Impact of Message Frames on Texas State Legislators. Michael & Susan Dell Center for Healthy Living, University of Texas Health Science Center. \$3,240.
- 2017–2018 **Postdoctoral Fellowship.** Michael & Susan Dell Center for Healthy Living, University of Texas Health Science Center. \$52,000/year.
- 2014 **Consortium on Media Policy Studies (COMPASS) Fellowship.** University of Southern California Annenberg School for Communication and Journalism. \$5,000.
- 2013 **Annenberg–Oxford Media Policy Institute Participant.** Oxford University. Travel, fees, and room and board awarded by the University of Southern California Annenberg School for Communication and Journalism.



# AWARDS

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## FELLOWSHIPS & GRANTS, CONTINUED

2012–2013     **Annenberg Graduate Fellowship.** University of Southern California Annenberg School for Communication and Journalism. Full tuition reimbursement; \$30,000.

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## COMPETITIVE FUNDING FOR TEACHING ACTIVITIES

2019–2022     **Instruction-Related Activity Funding for Guest Speakers.** California State University, Channel Islands. \$6,000.

# PROFESSIONAL EXPERIENCE & TRAINING

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## PROFESSIONAL PUBLIC POLICY EXPERIENCE

- 2010–2012     **Program Analyst.** U.S. Department of Health and Human Services' (HHS) Office of Recovery Act Coordination.
- Managed recipient reporting activities and data analysis of the American Recovery and Reinvestment Act (ARRA) across HHS and with the Office of Management and Budget, the Recovery Accountability and Transparency Board, and the White House Office of Recovery Act Coordination. Supervised by Margie Yanchuk, Associate Deputy Assistant Secretary, HHS.
- 2009–2010     **Project Manager.** ResearchWorks, Inc.
- Managed health communication research project for the National Center for Injury Prevention and Control at the Centers for Disease Control and Prevention. Supervised by Dr. Moshe Engelberg.
- 2008            **Graduate Intern.** U.S. Department of State (DOS), Embassy of the United States in Kampala, Uganda.
- Developed global health-related communication pieces for President's Emergency Plan for AIDS Relief (PEPFAR) and USAID staff, including PEPFAR success stories and malaria prevention training materials. Supervised by Dr. Lisa Heilbronn, Public Affairs Officer, DOS.

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## PROFESSIONAL SKILLS & TRAINING

### *Statistical Software*

SPSS, STATA, SAS, LISREL, RStudio, UCINET, ArcGIS, MS Excel

### *Languages*

**English** (native speaker); **Spanish** (written and spoken with professional proficiency, stemming from spending my entire 9th grade year in fully Spanish schools in Madrid, and from extensive volunteer work in Mexico).

### *Policy Training*

- 2011            Introduction to Grants and Cooperative Agreements, designed for federal employees. Conducted by Management Concepts, Washington, DC.
- 2011            Appropriations Law, designed for federal employees. Conducted by Management Concepts, Washington, DC.

# PROFESSIONAL EXPERIENCE & TRAINING

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## PROFESSIONAL SKILLS & TRAINING, CONTINUED

- 2010            Project Management Principles, designed for federal employees. Conducted by Management Concepts, Washington, DC.
- 2010            Presenting Data and Information. Conducted by Edward Tufte, Arlington, VA.

# SERVICE

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## SERVICE TO THE PROFESSION

### Reviewer

Journals: *International Journal of Communication; Information, Communication & Society; Frontiers in Communication, PLOS ONE*

Conferences: International Communication Association; American Public Health Association

### Affiliations

American Public Health Association (APHA); International Communication Association (ICA)

### Consulting

- 2022      **Vaccine Education Initiative, California Autism Society.** Document prepared, website tool developed, and communications updated around Covid-19 vaccine efforts for Carly Ott, President, California Autism Society.
- 2020      **Best Practices for Crisis Communication during Covid-19.** Document prepared for Rigoberto Vargas, Director, Ventura County Public Health.
- 2019      **Development of a Health Communication Masters Course.** School of Public Health, Universidad del Valle. Cali, Colombia.

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## SERVICE TO THE UNIVERSITY

- 2022-2024      **Editor, Arts & Sciences Newsletter.** California State University, Channel Islands.
- 2020-2024      **Member, Women for Inclusivity in Science & Engineering (WISE).** California State University, Channel Islands.
- 2018-2024      **Member, Academic Senate.** California State University, Channel Islands.

### Committees

- 2022-2024      **Faculty Affairs Committee, Academic Senate.** California State University, Channel Islands.
- 2019-2021      **Student Research Advisory Committee.** California State University, Channel Islands.
- 2018-2024      **Communication Department Committees.** Professionalism Policy Committee, Program Bylaws Committee, Program Personnel Standards Committee (chair), Social Justice Committee, Program Visioning Committee.
- 2018-2024      **Search Committees.** Assistant Professor of Environmental Communication

# SERVICE

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## SERVICE TO THE UNIVERSITY, CONTINUED

(Communication Department), Social Media and Events Coordinator (School of Education).

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## DOCTORAL MENTORSHIP

2019–2021 **Roselia Mendez Murillo**, Ph.D. Communication, University of California, Santa Barbara. Mentored as part of NSF-AGEP California Hispanic Serving Institutions (HSI) Alliance to Increase Underrepresented Minority Faculty in STEM. Currently, Assistant Professor of Communication at the University of Texas, Austin.