

Curriculum Vitae
Melinda M. Krakow

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Health communication specialist with expertise in the design and evaluation of interventions targeting cancer-relevant behaviors. Primary research program focuses on developing effective narrative interventions via experimental methodology. Ten years of professional experience in journalism prior to pursuing doctoral degree in Health Communication at the University of Utah.

Education

Ph.D.	University of Utah Health Communication	May 2015 (expected)
M.A.	San Francisco State University Broadcast and Electronic Communication Arts	May 2009
B.A.	University of California, Berkeley Sociology & Legal Studies	May 2004

Academic Positions

2011-present	Graduate Teaching Fellow , University of Utah Department of Communication
2011	Adjunct Instructor , San Francisco State University Broadcast and Electronic Communication Arts Department
2007-2010	Teaching Assistant , San Francisco State University Broadcast and Electronic Communication Arts Department

Awards & Honors

2014	Competitively selected participant for the National Communication Association's Doctoral Honors Seminar, University of Maryland
2014	James A. Anderson Excellence in Research Award, Department of Communication, University of Utah
2014	Top Student Poster Award, American Society for Preventive Oncology

- 2013 Top Student Paper, Basic Course Division, National Communication Association
- 2012 Top Paper Award, Disability Caucus, National Communication Association
- 2010 Top Student Debut Paper Award, Courses, Curriculum & Administration Division, Broadcast Education Association
- 2009 Top Paper Award, Creative Arts Division
San Francisco State University Graduate Research Competition

Publications

Peer-Reviewed Journal Articles

- Jensen, J. D., Christy, K., **Krakow, M.**, John, K., & Martins, N. (in press). Narrative transportability, leisure reading, and genre preference in children 9 – 13. *The Journal of Educational Research*. (2011 5-Year Impact Factor: 1.15)
- Sarapin, S., Christy, K., Lareau, L., **Krakow, M.**, & Jensen, J. D. (in press). Identifying admired models to increase emulation: Development of a multi-dimensional admiration scale (MAS). *Measurement and Evaluation in Counseling and Development*. (2011 5-Year Impact Factor: 1.22)
- Jensen, J. D., King, A. J., Carcioppolo, N., **Krakow, M.**, & Morgan, S. (2014). Comparing the effectiveness of tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50 -75. *Social Science and Medicine*, 104, 31-40. doi:10.1016/j.socscimed.2013.12.003 (5-Year Impact Factor: 3.688)
- Jensen, J. D., **Krakow, M.**, John, K. K., & Liu, M. (2013). Against conventional wisdom: When the public, the media, and medical practice collide. *BMC Medical Informatics and Decision Making*, 13(Suppl 3). doi:10.1186/1472-6947-13-S3-S4

Book Chapters

- Wolf, M., **Krakow, M.**, & Taff, R. (2012). Women with physical disabilities, body image, media, and self-conception. In R.A. Lind (Ed.), *Race/gender/media: Considering diversity across audiences, content, and producers (3rd ed.)*. Boston, MA: Allyn & Beacon.

Other Publications

- Jensen, J. D. & **Krakow, M.** (2014). Customization as Tailoring 2.0. In T. Thompson (Ed.), *SAGE Encyclopedia of Health Communication*. Los Angeles, CA: Sage.

Submitted Manuscripts

Revise and Resubmit

Jensen, J. D., Yale, R. N., **Krakow, M. M.**, John, K., & Weaver, J. (revise and resubmit). Confirming the Two Factor Model of Dispositional Cancer Worry. Manuscript resubmitted at *Psycho-Oncology*.

Under Review

Krakow, M., Yale, R. N., Perez, D., & Jensen, J. D. (under review). Character death, barrier-focused narratives, and cervical cancer: Manipulating narrative features to influence HPV vaccination intentions. Manuscript under review at *Communication Monographs*.

Krakow, M., Jensen, J. D., Carcioppolo, N., Weaver, J., Liu, M., & Guntzviller, L. (under review). Psychosocial predictors of HPV vaccination intentions for unvaccinated college women: Religiosity, morality, promiscuity, and cancer worry. Manuscript under review at *Women's Health Issues*.

Krakow, M., & Rogers, B. (under review). Collateral damage and critical turning points: Public health implications of HPV vaccine news coverage for boys and men in 2011. Manuscript under review at *Health Communication*.

Krakow, M. (under review). Reimagining the construction of public spaces: Applying a cultural model of disability and performance. Manuscript under review at *Disability Studies Quarterly*.

Krakow, M. & Jensen, J. D. (under review). Cervical cancer. In G. A. Colditz, J. G. Golson, & L. Rogers, (Eds.), *SAGE Encyclopedia of Cancer and Society*. New York, NY: Sage.

Sun, Y., **Krakow, M.**, John, K., Liu, M., & Weaver, J. (under review) Framing obesity: How news frames shape attributions and behavioral responses. Manuscript under review at *Journal of Communication*.

Jensen, J. D., Yale, R. N., **Krakow, M.**, John, K. K., & King, A.J. (under review). Death narratives and melanoma: Examining the impact of character death on narrative processing and SSE intentions. Manuscript under review at *Journal of Health Communication*.

Jensen, J. D., Holton, A., **Krakow, M.**, Weaver, J., Hashibe, M., & Tavgian, S. (under review). Intention to take daily, low-dose aspirin for colorectal cancer prevention: A national survey of U.S. adults aged 40-65. Manuscript under review at *Preventive Medicine*.

Jensen, J. D., Christy, K., Martins, N., **Krakow, M.**, John, K. K., & Ivic, R. (under review). Media displacement in the 21st century: Texting displaces leisure reading for high transportability children (Brief report). Manuscript under review at *Child Development*.

Jensen, J. D., Liu, M., Carcioppolo, N., John, K. K., **Krakow, M.**, & Sun, Y. (under review). Health information seeking and scanning patterns for adults 50-75: Exploring the influence of cancer information overload and cancer worry. Manuscript under review at *Health Education Research*.

King, A. J., Jensen, J. D., Carcioppolo, N., Sun, Y., & **Krakow, M.** (under review). Knowledge acquisition following exposure to cancer news articles: Continued testing of the cognition mediation model. Manuscript under review at *Mass Communication and Society*.

Articles in Progress

Krakow, M. (in progress). Using the Health Belief Model to predict cervical cancer prevention for young women: A meta-analysis of perceived barriers and benefits of HPV vaccination. Manuscript to be submitted to *Journal of Health Communication*.

Krakow, M., & Weaver, J. (in progress). A social network analysis of disability in the 2014 Paralympics on Twitter. Data collection and analysis in progress.

Bergstrom, M., **Krakow, M.**, Liu, M., & Jensen, J. D. (in progress). Patient meaning constructs for the four satisfaction measures of *Healthy People 2020*: A network text analysis of responses from a low socioeconomic population. Full draft completed. Manuscript to be submitted to *Health Communication*.

Hunt, K. P. & **Krakow, M.** (in progress). Collaborative teaching and community engagement in communication. Manuscript to be submitted at *The Journal on Excellence in College Teaching*.

Sun, Y., Liu, M., & **Krakow, M.** (in progress). Explicating the health e-maven. Full draft of manuscript completed.

Conference Presentations

Krakow, M., Yale, R. N., Perez, D., & Jensen, J. D. (2014, November). *Character death, barrier-focused narratives, and cervical cancer: Manipulating narrative features to influence HPV vaccination intentions*. Paper to be presented at the 100th annual meeting of the National Communication Association, Chicago, IL.

Sun, Y., **Krakow, M.**, John, K., Liu, M., Weaver, J. (2014, November). *Framing obesity: How news frames shape attributions and behavioral responses*. Paper to be presented at the 100th annual meeting of the National Communication Association, Chicago, IL.

Rogers, B., & **Krakow, M.** (2014, November). *Collateral damage and critical turning points: Public health implications of HPV vaccine news coverage for boys and men in 2011*. Paper to be presented at the 100th annual meeting of the National Communication Association, Chicago, IL.

Jensen, J. D., Yale, R. N., **Krakow, M.**, John, K. K., & King, A. J. (2014, November). *Death narratives and melanoma: Examining the impact of character death on narrative processing and SSE intentions*. Paper to be presented at the 100th annual meeting of the National Communication Association, Chicago, IL.

Christy, K., Jensen, J. D., **Krakow, M.**, John, K. K., & Martins, N. (2014, May). *Validating the narrative transportability scale with children 9 – 13*. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.

King, A. J., Jensen, J. D., Carcioppolo, N., **Krakow, M.**, & Sun, Y. (2014, May). *Comparing theories of media learning: Cognitive mediation, information utility, and knowledge acquisition from cancer news*. Paper presented at the 64th annual meeting of the International Communication Association, Seattle, WA.

Krakow, M., Jensen, J. D., Carcioppolo, N., Weaver, J., Liu, M., & Guntzville, L. M. (2014, March). *Psychosocial predictors of HPV vaccination intentions for unvaccinated college women: religiosity, morality, promiscuity, and cancer worry*. Peer-reviewed poster presented at the 38th Annual meeting of the American Society for Preventive Oncology, Arlington, VA.
*** Top Student Poster Award**

John, K. K., Jensen, J. D., Yale, R. N., Carcioppolo, N., **Krakow, M.**, & Weaver, J. (2014, March). *Confirming the two factor model of dispositional cancer worry*. Peer-reviewed poster presented at the 38th Annual meeting of the American Society for Preventive Oncology, Arlington, VA.

Krakow, M. (2014, February). *Examining gender disparities in the policies and practices of biomedical research*. Paper presented at the 85th annual meeting of the Western States Communication Association, Anaheim, CA.

Krakow, M., Liu, M., & Bergstrom, M. (2013, November). *Patient meaning constructs for the four satisfaction measures of Healthy People 2020: A network text analysis of responses from a low socioeconomic population*. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.

Jensen, J. D., **Krakow, M.**, John, K. K., & Liu, M. (2013, November). *The systematic removal of uncertainty from public communication of science: Theoretical and Ethical Concerns*. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.

Hunt, K. & **Krakow, M.** (2013, November). *Fostering connections between basic communication courses: Exploring collaborative teaching for community engagement*. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.

*** Top Paper Award: Basic Course Division**

Liu, M., Sun, Y., & **Krakow, M.** (2013, November). *Explicating the health e-Maven: A preliminary analysis*. Paper presented at the 99th annual meeting of the National Communication Association, Washington, D.C.

Jensen, J. D., King, A. J., Carcioppolo, N., **Krakow, M.**, & Morgan, S. (August, 2013). *Comparing the effectiveness of tailored and narrative worksite interventions at increasing colonoscopy adherence in adults 50 -75*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Krakow, M. (2012, November). *Reimagining the construction of public spaces: Applying a cultural model of disability and performance*. Paper presented at the 98th annual meeting of the National Communication Association, Orlando, FL.

*** Top Paper Award: Disability Caucus**

Krakow, M. (2012, February). *Reexamining commercial news radio in the new media matrix: A case study*. Paper presented at the 83rd annual conference of the Western States Communication Association, Albuquerque, NM.

Krakow, M. (2010, November). *Making media accessible: Applying media ethics to online news accessibility*. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.

Wolf, M., **Krakow, M.**, & Morahan, T. (2010, November). *Television, media representation and self-conception: How gay, bisexual, and heterosexual men talk about television's construction of body*. Paper presented at the 96th annual meeting of the National Communication Association, San Francisco, CA.

Krakow, M. (2010, March). *Accessibility issues in new and mobile media: A university course proposal*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

***Top Student Debut Paper Award: Courses, Curriculum, and Administration Division**

Krakow, M. (2009, May). *Gay, bisexual, heterosexual men: A qualitative analysis of body image in a media-saturated world*. Paper presented at the California State University Graduate Research Statewide Competition, CSU Los Angeles Campus.

Conference Panels

Krakow, M. (2012, April). Invited Panelist. "Race/Gender/Media 3.0: Considerations of diversity for educators and scholars." Panel presentation at the Broadcast Education Association Annual Convention, Las Vegas, NV.

Other Conference Activities

Krakow, M. (2013, November). "Competitively selected papers in cancer communication III." Chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.

Krakow, M. (2013, November). "Competitively selected papers about narratives and health." Chair of panel presented at the 99th annual meeting of the National Communication Association, Washington, D.C.

Invited Talks & Guest Lectures

Krakow, M. (2014, January). "Narratives in Health Communication." Guest lecture for University of Utah Health Education and Promotion Department, HEDU 5160: Health Communication (Course instructor: Brian Rogers, M.A.)

Krakow, M. (2013, April). "The Visual Rhetoric of *Gold Rush: Alaska* and Historic Images of Mining in the American West." Invited presentation for the American West Center, University of Utah.

Krakow, M., & Hunt, K. (2013, February). "Best Practices and Resources for Bringing Collaborative Teaching and Community Engaged Learning to Communication Courses." Invited presentation for the Department of Communication, University of Utah.

Krakow, M. (2012, October). "Medical, Social, and Cultural Models of Disability: Reimagining Public Spaces." Guest lecture for University of Utah Dept. of Communication, COMM 3030 Communication and Social Responsibility (Course instructor: Brian Cozen, M.A.).

Krakow, M. (2011, November). "Images of Children and Animals: Critical Perspectives." Guest lecture for University of Utah Dept. of Communication, COMM 3020: Media Texts (Course instructor: Dr. Kevin DeLuca).

Funded Projects

2014

TLT Online Course Development Grant

Teaching and Learning Technologies, University of Utah
*COMM 3600 Digital Lab Online Course Development for the
Department of Communication*

- 2012-2013 **Floyd O'Neil Research Scholarship**
The American West Center, University of Utah
Visual Rhetoric of Gold Rush Imagery on the American Frontier
- 2012-2013 **Teaching Assistant Scholars Program Grant**
Center for Teaching and Learning Excellence, University of Utah
Collaborative Teaching and Community Engagement in Communication

Research Assistantships

- 2014 **Research assistant for Dr. Jakob Jensen, University of Utah**
Assisted with survey development, data collection, and analysis of the interdisciplinary project *Low Dose Aspirin and Colorectal Cancer Prevention: Knowledge, Attitudes, and Beliefs of Adults 40 – 65* in partnership with the Huntsman Cancer Institute's Cancer Control and Population Sciences program.
- 2013 **Research assistant for Dr. Heather Canary, University of Utah**
Assisted with the NCI-funded project, *Communicating About Cancer, Phase II*. Collaborated with partners across University of Utah, Huntsman Cancer Institute, and community organizations to recruit participants for theatrical intervention to improve family communication about cancer.
- 2012-2013 **Research assistant for Dr. Mark Bergstrom, University of Utah**
Assisted with two health communication research projects: 1) Patient-reported measures of health provider communication skills, and 2) development of a visual decision aid for parents of children eligible for tracheostomies.
- 2009- 2010 **Research assistant for Dr. Michelle Wolf, San Francisco State University**
Assisted with all aspects of two university-funded qualitative research projects; prepared book chapter and conference manuscripts: *Women with Physical Disabilities, Body Image & Media* and *Men, Body Image & Media*.

Teaching Experience

University of Utah (2011-present)

- Instructor* COMM 3710: Introduction to Quantitative Communication Research
COMM 3580: Case Studies in Strategic Communication
COMM 3600: The Editing Process
COMM 3555: Convergence Journalism

2002 Associated Press Television & Radio Association Clete Roberts
Memorial Scholarship

Professional Service – Journals

International Journal of Communication and Health (editorial board member)

Public Understanding of Science (ad hoc reviewer)

Journal of Broadcasting and Electronic Media (ad hoc reviewer)

Professional Memberships & Service

2013-present Member, American Society for Preventive Oncology

2012-present Member, International Communication Association

2011-present Member, Western States Communication Association
2012-2013: Website assistant, Health Communication interest group

2009-present Member, National Communication Association
2013-14: Reviewer, Health Communication division
2013: Graduate student representative, Health Communication division
2013: Panel chair, Health Communication division
2013: Reviewer, Disability caucus

2008-present Member, Broadcast Education Association

Other Work Experience

2005-2011 Website director, CBS Radio San Francisco

2003-2005 Radio producer/broadcast engineer, Sports Byline Productions

2001-2004 News reporter and news director ('03-'04), KALX 90.7FM