

Lee Ahern

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Department of Advertising and Public Relations
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Education

- 2008 Ph.D. in Mass Communications, The Pennsylvania State University
1987 Master's Degree in Journalism, University of Wisconsin-Madison
1986 Bachelor's Degree in Journalism, University of Wisconsin-Madison
1982 Bachelor's Degree in Economics, University of Wisconsin-Madison

Refereed Journal Articles (16)

- Hoewe, J., & Ahern, L. (forthcoming). First-person effects of emotional and informational messages in strategic environmental communications campaigns. *Environmental Communication*.
- Ahern, L., Connolly-Ahern, C. & Hoewe, J. (2016). Worldviews, issue knowledge, and the pollution of a local science information environment. *Science Communication*, 38(2), 228-250.
- Ahern, L. & Formentin, M. (2016). More is less: Gatekeeping and coverage bias of climate change in US television news. *Electronic News* 10(1), 45-65.
- Kim, K., Schmierbach, M., Bellur, S., Chung, M. Y., Fraustine, J. D., Dardis, F. & Ahern, L. (2015). Is it a sense of autonomy, control, or attachment? Exploring the effects of in-game customization on game enjoyment, *Computers In Human Behavior*, 48, 695-705.
- Dardis, F., Schmierbach, M., Ahern, L., Fraustino, J., Bellur, S., Brooks, J. & Johnson, J. (2015). Effects of in-game Virtual Direct Experience (VDE) on reactions to real-world brands. *Journal of Promotion Management*, 21(3), 313-334.
- Wang, W. & Ahern, L. (2015). Acting on surprise: Emotional response, multiple-channel information seeking and vaccination in the H1N1 flu epidemic. *Social Influence*, 10(3), 137-148.
- Connolly-Ahern, C. & Ahern, L. (2015). Agenda-tapping: Conceptualizing the relationship between news coverage, fund raising and the First Amendment. *Journal of Non-Profit & Public Sector Marketing*, 27, 1-22.
- Shen, F., Ahern, L. & Baker, M. (2014). Stories that count: Influence of news narratives on issue attitudes. *Journalism & Mass Communication Quarterly*, 91(1), 98-117.
- Ahern, L., Bortree, D.S. & Nutter-Smith, A. (2012). Key trends in environmental advertising across thirty years in National Geographic Magazine. *Public Understanding of Science*, 17(2), 77-91.

Refereed Journal Articles, continued

- Bortree, D.S., Ahern, L., Dou, X. Smith, A.N. (2012). Framing environmental advocacy: A study of 30 years of advertising in National Geographic Magazine. *International Journal of Nonprofit and Voluntary Sector Marketing*, 17(2), 77-91.
- Ahern, L. (2012). The role of media system development in the emergence of postmaterialist values and environmental concern: A cross-national analysis. *Social Science Quarterly*, 93(2), 538-557.
- Bortree, D.S., Ahern, L., Nutter-Smith, A., Dou, X. (2011). Framing environmental responsibility: 30 years of CSR messages in National Geographic Magazine. *Public Relations Review*.
- Grantham, S., Ahern, L. & Connolly-Ahern, C. (2011). Amplifying risk to activate protection motivation: Merck's Gardasil campaign. *Communication Research Reports*, 28(4), 318-326.
- Ahern, L. (2011). The current environment of the theory-practice divide. *Science Communication*, 33(1), 120-129.
- Yu, N., Ahern, L., Connolly-Ahern, C., & Shen, F.Y. (2010). Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification. *Health Communication*, 25(8), 692-699.
- Connolly-Ahern, C., Ahern, L., & Bortree, D. (2010). The effectiveness of stratified constructed week sampling for content analysis of electronic news source archives: AP Newswire, Business Wire and PR Newswire. *Journalism & Mass Communication Quarterly*, 86(4), 862-883.

Book Chapters (2)

- Connolly-Ahern, C. & Ahern, L. (2013). Behind the green curtain: Constructing the green consumer with contemporary environmental advertising. In Matthew P. McAllister & Emily West (Eds.), *The Routledge Companion to Advertising and Promotional Culture* (pp.420-434). New York: Routledge.
- Ahern, L. (2012). Evaluating the ethicality of green advertising: Toward an extended analytical framework. In Lee Ahern & Denise S. Bortree (Eds.), *Talking Green: Exploring Contemporary Issues in Environmental Communication* (pp.171-194). New York: Peter Lang

Books

- Ahern, L. & Bortree, D.S. (Eds.) (2012). *Talking green: Exploring contemporary issues in environmental communication*. New York: Peter Lang

Conference Papers (23)

- IAMCR, July 2016 Colleen Connolly-Ahern & Lee Ahern—*Same Script, Different Reading: Activist vs. Non-activist Audience Attention to an Environmental Documentary*, Leicester, UK
- AEJMC, Aug. 2015 Sushma Kumble, Lee Ahern, Jose Aviles & Minhee Lee—*The Effects of Message Framing and Anthropomorphism on Empathy, Implicit and Explicit Green Attitudes*, San Francisco
- COCE, June 2015 Lee Ahern—*Science Communication: Boundaries and Dimensions*, Boulder, CO
- ICA, May 2015 Ahern, L., Connolly-Ahern, C. & Hoewe, J.—*Worldviews, issue knowledge and the pollution of a local science information environment*—Paper accepted for presentation by the ICA Environmental Communication Division, San Juan, Puerto Rico.
- ICA, May 2015 Connolly-Ahern, C. & Ahern, L.—*Water Blues qualitative paper abstract title*—Paper accepted for presentation by the ICA Environmental Communication Division post-conference, San Juan, Puerto Rico.
- AEJMC, Aug. 2014 Shen, F., Ahern, L. & Han, J.—*Environmental orientations and news coverage: Examining the impact of individual differences and narrative news*—Paper accepted for presentation by the AEJMC Mass Communication & Society Division, Montreal, Canada.
- AEJMC, Aug. 2014 Hoewe, J. & Ahern, L.—*First-Person Effects of Emotional and Informational Messages in Strategic Environmental Communications Campaigns*—Paper accepted for presentation by the AEJMC Communicating Science, Health, Environment and Risk Division, Montreal, Canada.
- ICA, May 2014 Ahern, L. & Hoewe, J.—*Evidence of convergent and divergent validity of implicit and explicit measures of environmental attitudes*—Paper accepted for presentation by the ICA Environmental Communication Division, Seattle, WA.
- AEJMC, Aug. 2013 Ahern, L. & Schmierbach, M.—*Political identity as a moderator of third-person comedy news effects*—Paper accepted for presentation by the AEJMC Political Communication Interest Group, Washington, DC.
- ICA, June 2013 Ahern, L.—*Perception, reality and the prevalence of environmental messages in US TV advertising*—Paper presented to the ICA Environmental Communication Interest Group, London, UK.
- AEJMC, Aug. 2012 Ahern, L. & Formentin, M.—*More is less: Gatekeeping and coverage bias of climate change in US television news*—Paper presented to the AEJMC Communicating Science, Health, Environment and Risk Division, Chicago, IL.

Conference Papers (continued)

- AAA, March 2012 Dardis, F., Schmierbach, M., Ahern, L., Fraustin, J., Bellur, S., Brooks, S. & Johnson, J.—*The effects of in-game product performance on recall of and attitudes toward the real-world brand*—Paper presented to the American Academy of Advertising, Myrtle Beach, SC.
- NCA, Nov. 2011 Bortree, D.S., Ahern L.A., Nutter-Smith, A., Dou, X.—*Framing corporate environmental responsibility: A study of 30 years of CSR messages*—Paper presented to the NCA Public Relations Division, Orlando, FL.
- COCE, June 2011 Ahern, L.—*Toward a framework for the ethical evaluation of green advertisements*—Paper presented to the Conference on Communication and the Environment, El Paso, TX.
- ICA, May 2011 Ahern, L. & Shen, F.Y.—*The impacts of power, approach orientation and message frames on persuasion in health communications*—Paper presented to the ICA Health Division, Boston, MA.
- ICA, May 2011 Wang, W. & Ahern, L.—*Predicting H1N1 vaccination: The impacts of emotional response and information source choice on persuasion*—Paper presented to the ICA Health Division, Boston, MA.
- ARNOVA, Nov. 2010 Bortree, D.S., Ahern L.A., Nutter-Smith, A.—*Framing the environmental movement: A study of 30 years of environmental advocacy messages*—Paper presented to the Association for Research on Nonprofit Organizations and Voluntary Action, Alexandria, VA.
- AEJMC, Aug. 2010 Ahern, L., Bortree, D.S. & Nutter-Smith, A.—*Changing shades of green: 30 years of environmental advertisements in National Geographic Magazine*—Paper presented to the AEJMC Advertising Division, Denver, CO.
- AEJMC, Aug. 2010 Grantham, S., Ahern, L. & Connolly-Ahern, C.—*Amplifying risk to activate protection motivation: Merck’s Gardasil campaign*—Paper presented to the AEJMC Science Communication Interest Group, Denver, CO.
- AEJMC, Aug. 2009 Ahern, L.—*Psychological responses to environmental communications: The roles of environmental concern, message issue distance, efficacy and idealistic construals*—Paper presented to the AEJMC Science Communication Interest Group, Boston, MA.
- AEJMC, Aug. 2008 Yu, N., Ahern, L., Shen, F.Y. & Connolly-Ahern, C.—*Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification*—Paper presented to the AEJMC Science Communication Interest Group, Chicago, IL.
- PRSA, Oct. 2007 Ahern, L.—*Reconstructing Ivy Lee: A postmodern man in the age of reform*—Paper presented at the PRSA Betsy Plank Graduate Research Competition (won top paper award), Philadelphia, PA.

Conference Papers (continued)

AEJMC, Aug. 2007 Ahern, L., Pfaff, M., Rutter, P., & Johnson, C.—*Media bias in the eye of the beholder: Issue importance, issue support and political identity*—Paper presented to the AEJMC Mass Communications and Society Division, Washington, DC.

Selected Other Publications and Contributions

Column published on GreenBiz.com (October 7, 2014). *Who cares if 97 percent of scientists agree on climate change?* <http://www.greenbiz.com/blog/2014/10/07/scientific-consensus-loser-climate-policy-advocates>

Invited article for *SEJournal*, official publication of the Society of Environmental Journalists (In press). *Adopting Global Warming Adaptation Messages*.

Column published on GreenBiz.com (February 11, 2013). *Why emotion beats reason in green marketing*. <http://www.greenbiz.com/blog/2013/02/11/emotional-vs-rational-green-marketing>

Featured in column by Joel Makower published on GreenBiz.com (July 25, 2012). *Is green marketing a luxury for good economic times?* <http://www.greenbiz.com/blog/2012/07/25/green-marketing-luxury-good-economic-times>

Column on Earth Day published in CommPro.biz (April 23, 2012). Republished by request on GreenBiz.com (May 11, 2012). *Earth Day's over: Now let's get serious about the battle for Brand Green*. <http://www.greenbiz.com/blog/2012/05/11/green-branding-battle>

Recognition and Awards

Member, Advisory Board

New Marketing Institute, New York, NY

Coordinator, Digital Media Trends and Analytics minor

Penn State colleges of Communications and Information Systems and Technology

Director, Science Communication Program

Penn State College of Communications

Program Manager, Sustainability Communication Initiative

Arthur W. Page Center for Integrity in Public Communication

Senior Researcher

Arthur W. Page Center for Integrity in Public Communication

Betsy Plank Top Graduate Student Paper Award

Public Relations Society of America International Conference, October 2007

College & University Service

2017, ongoing	Advisory Board Member, Marcellus Center for Outreach and Research
2016, ongoing	Member, Microbiome Center Planning Committee
2016, ongoing	Member, Center for Agricultural Innovation-Social, Ethical, Legal and Ethical Implications
November 2016	Presenter, Office for Research Protections Research Ethics conference
November 2016	Presenter, Microbiome Planning Committee brownbag luncheon
November 2016	Organizer, PSIEE Science Communication Month science communication conference
October 2016	Presenter, Penn State Center for Science and the Schools conference
November 2015	Member, Energy Policy Working Group, Energy University initiative
October 2015	Organizer, PSIEE Science Communication Month science communication panel
September 2015	Review Panel Member, National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Water for Agriculture Challenge Area
September 2015	Panelist, Penn State Sustainability Institute screening of <i>Merchants of Doubt</i> , State Theatre
October 2014	Invited Panelist, Graduate Student Career Exploration Workshop, “Developing Your Professional Self”
May 2014	Penn’s Woods Project Fellow, Incorporating Sustainability across the Curriculum
April 2014	Invited Participant, “Getting to Zero”, a carbon emissions conference held at Penn State’s University Park campus
2012, ongoing	<i>La Vie</i> student yearbook faculty advisor
2012, ongoing	Member, College of Communication Academic Integrity Committee
2011-2012	Member, College of Communications Scholarship Committee
Summer 2009	Page Center Oral History Project. Organized and conducted interview with E. Bruce Harrison, pioneer of environmental public relations and former president of Arthur W. Page Society.

National and International Service

2016, ongoing	Editorial Board Member, <i>Journal of Public Relations Research</i>
October 2015	Visiting Professor, Hochschule Pforzheim
October 2015	Reviewer, National Science Foundation science communication grant application for Sol Hart, University of Michigan

National and International Service (continued)

August 2014	Outside tenure reviewer, Howard University’s Department of Strategic, Legal, and Management Communication
2013, ongoing	Editorial Board Member, <i>Science Communication</i>
June 2013	Proposed organized and moderated panel for Conference on Communication and the Environment (COCE), <i>Evidence-Based Environmental Communication Campaigns</i> .
2013 to 2015	Chair of the International Environmental Communication Association (IECA).
2012 to 2013	Head of the Communicating Science, Health, Environment and Risk (ComSHER) Division of AEJMC.
2011 to 2013	Vice Chair of IECA.
2011 to 2012	Vice Head/Programming Chair of the ComSHER Division of AEJMC.
2010 to 2011	Research Chair, Science Communication Interest Group of AEJMC.
2009 to 2010	Professional Freedom & Responsibility Chair, Science Communication Interest Group of AEJMC.
2010, ongoing	Paper reviewer for the journals <i>Science Communication</i> , <i>Journal of Public Relations Research</i> , <i>Mass Communication & Society</i> and <i>Environmental Communication</i> .
Fall 2009	Article reviewer for special issue of <i>PRism</i> .
August 2009	Proposed, organized and moderated panel for AEJMC convention, co-sponsored by Science Communication Interest Group and Public Relations Division, <i>Beyond Greenwashing</i> .
2009, ongoing	Article reviewer for various divisions for the AEJMC annual conference

Funded Research

2016	Co-Investigator (pending official announcement) Department of Agriculture, National Institute of Food and Agriculture, Agriculture and Food Research Initiative, Water for Agriculture Challenge Area Grant, \$5 million (College of Communications responsibility approximately \$260,000)
2016	Principal Investigator (under review) Institute for CyberScience seed grant, Enhancing Public Understanding of Science by Behaviorally Targeting Online Audiences with Tailored Messages, \$28,700
2014 to 2015	Co-Investigator, Penn State Sustainability Institute Reinvention Fund (\$37,500)
2013 to 2014	Investigator, William Penn Foundation Grant Measurement and evaluation for Penn State Public Media’s “Water Blues, Green Solutions” documentary (\$28,000)

Funded Research (continued)

2010 to 2011	Penn State Institute for Energy and the Environment (PSIEE) Seed Grant Program. Co-Investigator, “Sustainability and Ethics” project (\$50,000)
2009 to 2010	Page Center for Integrity in Public Communication Legacy Scholar Grant Co-Principal Investigator, “Changing themes in strategic environmental communication: A 30-year history of green ads in National Geographic Magazine” (\$2,400)
2009 to 2010	Page Center Legacy Scholar Grants Edited Book on Ethics in Environmental Communication Co-Editor of volume focusing on environmental communication that uses the essay “Weathercocks & Signposts,” written by the WWF’s Change Strategist Tom Crompton, as a point of departure. Developed call for proposal for articles, reviewed and selected grant submission, organized and directed authors. (\$10,700)
2006 to 2008	Pennsylvania Department of Health Fetal Alcohol Spectrum Disorder Public Information Campaign Assistant Investigator (\$200,000)

Teaching Experience (all at Penn State)

- Digital Media Metrics (COMM/IST 310)
- Digital Advertising (COMM/IST 450b)
- Principles of Strategic Communication (COMM 428a)
- Introduction to Advertising (COMM 320)
- Introduction to Advertising, Honors (COMM 320H)
- Advertising Media Planning (COMM 422)
- Research Methods in Advertising & Public Relations (COMM 420)
- Public Relations Methods (COMM 471)
- First-Year Engagement seminar (PSU 009)