
Area of Specialization

The impact of strategic communications on peoples' perceptions and public policy relative to important health and environmental issues.

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

Teaching Areas

Advertising and Public Relations

Teaching Experience

- Introduction to Advertising (PSU COMM 320)
- Introduction to Advertising, Honors (PSU COMM 320H)
- Advertising Media Planning (PSU COMM 422)
- Research Methods in Advertising & Public Relations (PSU COMM 420)
- Public Relations Methods (PSU COMM 471)

Relevant Professional Experience

- 2002 to 2006 Marketing and New Media Manager, Naylor Publications, Inc., Gainesville, FL
- 1997 to 2002 Treasurer and Partner in Abbey Lane Marketing, Inc., Gainesville, FL (privately owned marketing communications company)
- 1996 to 1997 Assistant Vice President, Corporate Banking, Citibank NA, Stamford, CT
- 1993 to 1996 Assistant Vice President, Marketing Manager, BNY Brokerage, Inc., The Bank of New York, New York, NY
- 1990 to 1993 Assistant Treasurer, Human Resources, The Bank of New York, New York, NY
- 1989 to 1990 Publications Editor, Dean Witter Reynolds, Inc., New York, NY
- 1987 to 1989 Communications Manager, Magazine Publishers of America, New York, NY

Published Manuscripts

Ahern, L., Bortree, D.S. & Nutter-Smith, A. (Accepted March 2012). Key trends in environmental advertising across thirty years in National Geographic Magazine. *Public Understanding of Science*.

Bortree, D.S., Ahern, L., Nutter-Smith, A., Dou, X. (accepted November 2011). Framing environmental responsibility: 30 years of CSR messages. *Public Relations Review*.

Bortree, D.S., Ahern, L., Dou, X. Smith, A.N. (accepted October 2011). Framing the environmental movement: A study of advocacy messages. *International Journal of Nonprofit and Voluntary Sector Quarterly*.

Ahern, L. (accepted June 2011). The role of media system development in the emergence of postmaterialist values and environmental concern: A cross-national analysis. *Social Science Quarterly*.

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.

Invited Book Chapters

Connolly-Ahern, C. & Ahern, L. (In press). 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*. New York: Routledge.

Edited Volumes

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

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Selected Manuscripts in Progress

Ahern, L., Pfaff, M. (Under review). Political identity as a moderator of media framing effects. *Communication Research* (submitted February 2012).

Wang, W. & Ahern, L. (2010). Predicting H1N1 vaccination: The impacts of emotional response and information source choice on persuasion. *Communication Research Reports* (submitted January 2012).

Ahern, L. (Under review). Green advertising in two types of US television programming: An analysis of source, message and appeal factors. *Climatic Change* (submitted April 2012).

Ahern, L. & Shen, F.Y. (Under review). The Impacts of Power, Approach Orientation and Message Frames on Persuasion in Health Communications. *Health Communication* (submitted February 2012).

Dardis, F., Schmierbach, M., Ahern, L., Fraustino, J., Bellur, S., Brooks, S. & Johnson, J. (Under review). The Effects of In-Game Product Performance on Recall of and Attitudes toward the Real-World Brand. *Journal of Advertising* (submitted January 2012).

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Conference Papers

- AAA, March 2012 Dardis, F., Schmierbach, M., Ahern, L., Fraustin, J., Bellur, S., Brooks, S. & Johnson, J. (2012). The Effects of In-Game Product Performance on Recall of and Attitudes toward the Real-World Brand. *Journal of Advertising* –Paper accepted for presentation by the American Academy of Advertising 2012 Annual Conference.
- NCA, November 2011 Bortree, D.S., Ahern L.A., Nutter-Smith, A., Dou, X. (2011). *Framing corporate environmental responsibility: A study of 30 years of CSR messages*. –Paper accepted for presentation by the National Communication Association Public Relations Division.
- COCE, June 2011 Ahern, L. (2011). *Toward a framework for the ethical evaluation of green advertisements* –Paper accepted for presentation by the Conference on Communication and the Environment.
- ICA, May 2011 Ahern, L. & Shen, F.Y. (2010). *The Impacts of Power, Approach Orientation and Message Frames on Persuasion in Health Communications* –Paper accepted for presentation by the International Communications Association Health Division.
- ICA, May 2011 Wang, W. & Ahern, L. (2010). *Predicting H1N1 vaccination: The impacts of emotional response and information source choice on persuasion* –Paper accepted for presentation by the International Communications Association Health Division.
- ARNOVA, November 2010 Bortree, D.S., Ahern L.A., Nutter-Smith, A. (2010). *Framing the environmental movement: A study of 30 years of environmental advocacy messages*. Paper accepted for presentation by the Association for Research on Nonprofit Organizations and Voluntary Action.
- AEJMC, August 2010 Ahern, L., Bortree, D.S. & Nutter-Smith, A. (2010). *Changing shades of green: 30 years of environmental advertisements in National Geographic Magazine* –Paper accepted for presentation by the AEJMC Advertising Division
- AEJMC, August 2010 Grantham, S., Ahern, L. & Connolly-Ahern, C. (2010). *Amplifying risk to activate protection motivation: Merck's Gardasil campaign* –Paper accepted for presentation by the AEJMC Science Communication Interest Group
- AEJMC, August 2009 Ahern, L. (2009). *Psychological responses to environmental communications: The roles of environmental concern, message issue distance, efficacy and idealistic construals* –Paper accepted for presentation by the AEJMC Science Communication Interest Group
- AEJMC, August 2008 Yu, N., Ahern, L., Shen, F.Y. & Connolly-Ahern, C. (2008). *Communicating the risks of Fetal Alcohol Spectrum Disorder: Effects of message framing and exemplification* –Paper accepted for presentation by the AEJMC Science Communication Interest Group
- PRSA, October 2007 Ahern, L. (2007). *Reconstructing Ivy Lee: A postmodern man in the age of reform* – Paper accepted for presentation at Betsy Plank Graduate Research Competition
- AEJMC, August 2007 Ahern, L., Pfaff, M., Rutter, P., & Johnson, C. (2007). *Media bias in the eye of the beholder: Issue importance, issue support and political identity* – Paper accepted for presentation by the AEJMC Mass Communications and Society Division

Recognition and Awards

Betsy Plank Top Graduate Student Paper Award Public Relations Society of America International Conference, Philadelphia, PA, October 20, 2007

National Service

- 2011 to 2013* Vice Head of the International Environmental Communications Association.
- 2011 to 2012* Vice Head of the Communicating Science, Health, Environment and Risk (ComSHER) Division of AEJMC.
- 2010 to 2011* Research Chair, ComSHER Division of AEJMC.
- 2009 to 2010* Professional Freedom & Responsibility Chair, ComSHER Division of AEJMC.
- 2010, ongoing* Paper reviewer for the journals *Science Communication*, *Journal of Public Relations Research*, *Communications Monographs* and *Environmental Communication*.
- Fall 2009* Article reviewer for special issue of *PRism*.
- August 2009* Proposed, organized and moderated panel for AEJMC convention, co-sponsored by Science Communication Interest Group and Public Relations Division, "Beyond Greenwashing".
- Spring 2009* Article reviewer for AEJMC Science Communication Interest Group for 2009 convention.
- 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

College & University Service

- 2011-2012* Member, College of Communications Scholarship Committee
- 2012, ongoing* Member, La Vie student yearbook faculty advisory board

Funded Research

- 2010 to 2011* Penn State Institute for Energy and the Environment
\$50,000 Seed Grant Program
Co- Investigator, “Sustainability and Ethics” project
- 2009 to 2010* Page Center of Integrity in Public Communication
\$2,400 Legacy Scholar Grant
Co-Principal Investigator, “Changing themes in strategic environmental communication: A 30-year history of green ads in National Geographic Magazine”
- 2009 to 2010* Page Center Project for Ethics in Environmental Communication
\$10,000 Co-Director of initiative to identify, catalogue, evaluate and post online television advertising making green claims. This website will provide a resource for journalists, researchers and the public interested in ethical environmental communication.
- 2009 to 2010* Edited Book on Ethics in Environmental Communication
\$10,700 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 (as part of the 2009 Page Center Legacy Scholar Grants), reviewed and selected grant submission, organizing and directing authors.
- 2006 to 2008* Pennsylvania Department of Health
\$200,000 Fetal Alcohol Spectrum Disorder Public Information Campaign
Assistant Investigator