

## CURRICULUM VITAE

**Rick S. Zimmerman**

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### *PERSONAL*

Office Phone: (504) 568-4102  
Fax: (504) 568-5853  
E-mail: [rzimm3@lsuhsc.edu](mailto:rzimm3@lsuhsc.edu)

### *HIGHER EDUCATION*

1978 B.A., Sociology/Stanford University, Palo Alto, CA  
1981 M.S., Sociology/University of Wisconsin, Madison, WI  
1983 Ph.D., Sociology/University of Wisconsin. Madison, WI

### *HONORS AND AWARDS*

2001 Researcher of the Year, College of Communications and Information  
Studies, University of Kentucky  
1978 Phi Beta Kappa, Stanford University

### *EMPLOYMENT EXPERIENCE*

2017- Professor and Associate Dean for Nursing Research, Scholarship, and  
Science, LSU Health New Orleans School of Nursing  
2013-2017 Professor and Associate Dean for Research, College of Nursing,  
University of Missouri – St. Louis  
2011-2013 Professor, Department of Global and Community Health, George Mason  
University  
2009-2011 Professor, Dept. of Social and Behavioral Health, School of Medicine,  
Virginia Commonwealth University  
2006-2008 Center Director, Pacific Institute for Research and Evaluation, Louisville  
Center  
2006-2008 Affiliated Faculty member, Univ. of Kentucky School of Public Health  
2005-2008 Senior Research Scientist, Pacific Institute for Research and Evaluation,  
Louisville Center  
2003-2008 Professor, Department of Communication, College of Communications  
and Information Studies, University of Kentucky  
2001-2008 Director, Institute for HIV Prevention Research, University of Kentucky  
1999-2003 Associate Professor, Department of Communication, College of  
Communications and Information Studies, University of Kentucky  
1994-1999 Associate Professor, Department of Behavioral Science, College of  
Medicine, University of Kentucky  
1991-1994 Associate Professor, Department of Sociology, University of Miami  
1989-1991 Associate Professor and Associate Chair, Department of Sociology,  
University of Miami  
1983-1989 Assistant Professor, Department of Sociology University of Miami

### ***INVITED REVIEWER***

- 2003-2007 Standing member, Behavioral Science Prevention of HIV Study Section, NIH  
2004-2009 Member, Data Safety and Monitoring Board, NIMH Multi-Site Study, “A Multilevel HIV Prevention Strategy for High-Risk Youth,” Daniel Romer, PI

### ***FUNDED RESEARCH***

- 2017-2020 Multiple Principal Investigator, “Microeconomic Intervention to Reduce HIV Transmission in Economically Disadvantaged Transgender Women.” Funded by the National Institute of Mental Health, \$550,834. The primary goal of the project is to finalize and pilot test a microeconomic intervention for transgender women to reduce their exposure to HIV, other STIs, and violence.
- 2012-2013 Principal Investigator, Provost Seed Grant, “The Relationship between News about Biomedical Advances in HIV and Risk Behavior” funded by the Provost’s Office, George Mason University, \$5,000.
- 2013 Evaluator, “HIV Prevention for Latino MSM in Northern Virginia,” Nova Salud was funded as the prime organization by the Virginia Department of Health for \$225,000. Evaluation component: \$10,500.
- 2007-2012 Principal Investigator, “Improving Effective Design and Targeting Of Substance Abuse Prevention Messages” Funded by the National Institute on Drug Abuse, \$1,426,590, part of Center for Drug Abuse Translation to University of Kentucky, Michael Bardo, Principal Investigator. The primary goals of this project are to assess the join impact of sensation-seeking and impulsivity on design of effective Public Service Announcements.
- 2007-2009 Evaluator, “Preventing Violence Behavior among College Students,” Dorothy Edwards, University of Kentucky, Principal Investigator. Funded by the Department of Education, \$285,567. The major goal of this project is to evaluate a set of programs implemented on the University of Kentucky campus to increase bystander intervention to reduce violence against women on campus.
- 2007-2008 Principal Investigator, “Targeting Mass Media Campaigns to Reduce HIV, STDs, and Pregnancy in India.” Funded by the National Institute of Mental Health, \$143,280. The major goal of this project is to assess key correlates of early sexual activity in late adolescents/young adults in India.
- 2007-2008 Principal Investigator, “Encouraging Safe Dates: Reducing Intimate Partner Violence in South African Youth.” Funded by the National Institute of Mental Health, \$554,345. The major goal of this project is to adapt a successful intimate partner violence prevention program for secondary students in South Africa.
- 2007-2008 Principal Investigator, “Developing a Workplace Program to Reduce Alcohol Abuse and Risky Sex in Alaska.” Funded by National Institute on Alcoholism and Alcohol Abuse, \$390,116. The major goal of this project is to develop a workplace-linked alcohol/STD prevention program in Anchorage, Alaska.

***FUNDED RESEARCH (continued)***

- 2006-2008 Principal Investigator, “Youth Alcohol Use and Risky Sexual Behavior in Bangkok.” Funded by National Institute on Alcoholism and Alcohol Abuse, \$2,513,515. The major goals of this project are to determine what risk and protective factors for substance use and risky sex will be relevant in Bangkok, Thailand and to adapt *Family Matters*, a successful substance abuse prevention intervention for teens and their parents in the US to substance abuse and risky sex for teens in Thailand.
- 2005-2011 Principal Investigator, “Targeting Mass Media Campaigns for HIV, STD, and Pregnancy Prevention.” Funded by National Institute of Mental Health, \$2,615,142. This project develops public service announcements related to early initiation of sexual activity in 2 southern cities and then will conduct a rigorous time-series-based evaluation of the public service announcement campaigns targeted at 11-15-year olds.
- 2002-2007 Principal Investigator, “Improving School Learning Environments in HIV Prevention.” Funded by National Institute for Nursing Research, \$2,086,866. This project involves conducting a series of one-semester-long experiments focused on variables related to teacher preparation and training to assess their relationship to effectiveness of an HIV and pregnancy-prevention school-based curriculum targeted at high sensation-seekers and impulsive decision-makers.
- 2002-2007 Principal Investigator, “School Based Alcohol and HIV Prevention in South Africa.” Funded by National Institute on Alcohol Abuse and Alcoholism, \$1,575,000. This project will develop an alcohol-focused curriculum which includes information and skills related to HIV prevention, for South African students. A small media campaign will also be designed to serve as a booster for the school-based curriculum.
- 2002 Principal Investigator, “Evaluation of HIV Prevention Programs for Commonwealth of Kentucky.” Funded by Kentucky Dept. of Health Services, \$100,950. This project implements a needs assessment of HIV prevention services in high-risk communities in Kentucky.
- 2001-2005 Principal Investigator, “Targeting Mass Media Campaigns for Risky Sexual Behavior.” Funded by National Institute of Mental Health, \$2,855,933. This project develops public service announcements related to safer sex and then conducts a rigorous time-series-based evaluation of a two-city television public service announcement campaign about safer sex targeted at young adults.

***FUNDED RESEARCH (continued)***

- 2001-2002 Principal Investigator, “Risk-Taking, HIV Prevention and Peer Intervention in Ethiopia.” Funded by National Institute of Mental Health, \$126,000. This pilot project has collected data via focus groups and self-administered surveys about anti-AIDS clubs in schools, and their perceived and assessed impact on knowledge, attitudes, and behavior.
- 2001-2002 Principal Investigator, “Sexual Risk-Taking, Alcohol, and HIV Prevention in South Africa.” Funded by National Institute on Alcohol Abuse and Alcoholism, \$126,000. This pilot project has begun the development of an HIV and alcohol prevention curriculum in several schools in townships surrounding Pietermaritzburg, KwaZulu-Natal Province.
- 2001 Principal Investigator, “Evaluation of HIV Prevention Programs for Commonwealth of Kentucky.” Funded by Kentucky Dept. of Health Services, \$98,240. This project undertook the thorough evaluation of HIV counseling and testing in the commonwealth of Kentucky using multiple methods, including simulated patients and interviews and surveys of administrators, counselors, and clients.
- 1999-2004 Co-Investigator, “Attention, Processing and Persuasive Anti-Drug Messages.” Funded by National Institute on Drug Abuse, \$1,677,033, Co-Principal Investigators Lewis Donohew & Nancy Harrington. This project has developed an empirically measurable construct, “Message Cognition Value,” to assess the relevance of need for cognition as an individual difference variable in the design of anti-marijuana public service announcements.
- 1999-2004 Principal Investigator, “HIV Interventions for Young, Appalachian Risk-Takers.” Funded by National Institute of Mental Health, \$2,201,385. This project is extending our work on HIV and pregnancy prevention curriculum development for high sensation-seekers and impulsive decision-makers. Nearly 6000 students in 30 rural high schools will be recruited for a quasi-experimental assessment of skills-based school curricula with a small media booster component.
- 1999-2004 Principal Investigator, “Sexual Risk-taking, Alcohol, and HIV Prevention in Youth.” Funded by National Institute on Alcohol Abuse and Alcoholism, \$2,908,182. This project involves the development of HIV preventive interventions for high sensation-seekers and impulsive decision-makers in three high-risk populations: minority female adolescents in inner city housing developments, young men who have sex with men and belong to gay youth groups in the midwest, and male adolescents in detention facilities.

***FUNDED RESEARCH (continued)***

- 1999-2002 Principal Investigator, "Risk-taking, Arousal, Marijuana, and Sexual Decisions." Funded by National Institute on Drug Abuse, \$392,850. This project involves a series of experiments with young adults to better understand the impact of impulsivity, sexual arousal, and marijuana use on both the process and outcomes of sexual decision-making.
- 1999-2001 Co-Principal Investigator, "Communicating about Risky Sexual Behavior among Adolescents." Funded by National Institute of Nursing Research, \$101,000, Principal Investigator, Sharon Lock. The main focus of this project is conducting in-depth interviews with sexually active adolescents to better understand sexual communication around safer sex in this population.
- 1999-2000 Principal Investigator, "Evaluation of HIV Prevention Programs for Commonwealth of Kentucky." Funded by Dept. of Health Services, \$111,350. This project is a continuation of the evaluation of the variety of HIV prevention programs conducted in the commonwealth of Kentucky.
- 1998 Principal Investigator, "Evaluation of HIV Prevention Programs for Commonwealth of Kentucky." Funded by Dept. of Health Services, \$63,750. This project is a continuation of the evaluation of the variety of HIV prevention programs conducted in the commonwealth of Kentucky.
- 1995-1998 Principal Investigator, "Evaluation of Postponing Sexual Involvement" from Ky. Dept. of Health, \$30,000. This project, via a quasi-experimental design, assessed the efficacy of an abstinence-only, peer-led, middle school HIV and pregnancy prevention curriculum.
- 1995-1998 Co-Principal Investigator, "Etiology of Drug Use from Adolescence to Young Adulthood," part of Center for Prevention Research renewal application to NIDA, \$847,531. Principal Investigator: Carl Leukefeld. This project continued the follow-up of a cohort of students from middle school through young adulthood to understand predictors of substance use and abuse.
- 1995-1997 Evaluator, "Key Opinion Leader Gay Bar Outreach Project," from Fayette County Health Dept, \$34,000. This project assessed the impact of trained peer interventionists on HIV-related attitudes, intentions, and behaviors in several communities in Kentucky.
- 1994-1999 Principal Investigator, "Sexual Risk-Taking, Alcohol, and HIV Prevention in Youth." Funded by National Institute on Alcohol Abuse and Alcoholism, \$1,524,230. This project developed a successful HIV and pregnancy prevention curriculum targeted at high sensation-seekers and impulsive decision-makers.

**FUNDED RESEARCH (continued)**

- 1991-1996     *Program Evaluator, "Substance Abuse Treatment for HIV Positive Pregnant and Post-Partum Women," Catherine Lynch, P.I., Health Crisis Network. Funding agency: Office of Substance Abuse Evaluation cost, \$180,000. This project evaluated the impact of a community-based substance abuse treatment program on HIV pregnancy and post-partum women, as compared to a wait list control group.*
- 1991-1993     Principal Investigator, "STD Regional Planning Survey," from Centers for Disease Control, \$237,000. In this collaborative contract, we conducted 3,000 interviews of STD clinic clients in six locations in the United States. The interviews included questions about sexual risk-taking, attitudes and intentions, and use of counseling and testing services.
- 1990-1993     Program Evaluator, "Biopsychosocial HIV Training for Mental Health Professionals," Carl Eisdorfer, P.I. National Institute of Mental Health, \$994,000. This project continued to evaluate an NIMH-funded training program about HIV for mental health professionals.
- 1989-1995     Co-Principal Investigator, "Patterns of Drug Use among Hispanic and non-Hispanic Male Adolescents," William Vega, P.I., National Institute on Drug Abuse, \$2,685,000. This project followed a cohort of over 7,000 middle school students over 3½ years to determine the impact of race, ethnicity, acculturation, and other family and community risk and protective factors on substance use.
- 1989-1990     Principal Investigator, "An Experimental Test of Approaches to Teaching Teenagers about AIDS." American Red Cross/Centers for Disease Control, \$44,000. This project developed a successful short curriculum, and assessed the relative impact of teachers and trained peers in the classroom, in conjunction with a small media campaign focused on the school.
- 1989-1990     Contracts from Florida Health and Rehabilitative Services to analyze and prepare reports on several surveys of AIDS Knowledge, Attitudes, and Behavior in Florida, \$8,900. This project involved the analysis of data about AIDS knowledge, attitudes and behavior in the state of Florida.
- 1988-1990     Co-investigator, "Health and Residential Mobility among the Oldest Old," National Institute of Aging, Charles Longino, Principal Investigator, \$125,000. This project conducted secondary analyses of national surveys of elderly Americans and US census data to assess the factors affecting residential mobility.

### ***FUNDED RESEARCH (continued)***

- 1987-1989 Evaluator, NIMH contract on professional education about AIDS, Carl Eisdorfer, Principal Investigator, \$450,000. This project involved the evaluation of the efficacy of training professionals about AIDS with regard to knowledge, attitudes, and perceived skills.
- 1989,87,86,84 University of Miami Faculty Research Award. These projects were various small, pilot projects.

### ***PUBLICATIONS***

#### ***BOOKS AND MONOGRAPHS***

- Zimmerman, R. S., DiClemente, R., Andrus, J., & Hosein, E. (Eds.). (April, 2015). *Global Health Promotion*. San Francisco: Wiley/Jossey-Bass.
- Albrecht, G., and Zimmerman, R. S., (Eds.). 1992. *Advances in Medical Sociology, Volume 3. AIDS: Sociological Perspectives*. Greenwich, CT: JAI Press.

#### ***JURIED OR REFEREED JOURNAL ARTICLES***

107. Zimmerman, R. S., & Kirschbaum, A. (2017). News of biomedical advances in HIV: relationship to treatment optimism and expected risk behavior in US MSM. *AIDS & Behavior*.
106. Tannenbaum, M. B., Hepler, J., Zimmerman, R. S., Saul, L., Jacobs, S., Wilson, K., & Albarracin, D. (2015). Appealing to fear: A meta-analysis of fear appeal effectiveness and theories. *Psychological Bulletin, 141* (6), 1178-1204.
105. Zimmerman, R. S., Benotsch, E. G., Shoemaker, S., Snipes, D. J., Cathers, L., Perrin, P. B., McMillan, D., Pierce, J., McNulty, S., & Heck, T. (2015). Mediation models linking psychosocial context, mental health problems, substance use and HIV risk behaviors in transgender women. *Health Psychology and Behavioral Medicine, 3*(1), 379-390. DOI: 10.1080/21642850.2015.1093423
104. Benotsch, E.G., Zimmerman, R.S., Cathers, L., Pierce, J., McNulty, S., Heck, T., Perrin, P.B., & Snipes, D.J. (2015). Non-medical use of prescription drugs and HIV risk behavior in transgender women in the mid-Atlantic region of the United States. *International Journal of STD & AIDS, July 15*, 1758-1052.
103. Boyson, A., Zimmerman, R. S., & Shoemaker, S. (2015). Exemplification of HAART & HIV/AIDS: A news experiment. *Health Communication, 30*, 901-910.

***JURIED OR REFEREED JOURNAL ARTICLES (continued)***

102. Benotsch, E. G., Zimmerman, R. S., Cathers, L., Heck, T., McNulty, S., Pierce, J., Perrin, P. B., & Snipes, D. J. (2014). Use of the internet to meet sexual partners, sexual risk behavior, and mental health in transgender adults. *Archives of Sexual Behavior*, 27 November, published online.
101. Chaisamrej, R., & Zimmerman, R. S. (2014). A comparative investigation of TPB and altruism frameworks for an empirically based communication approach to enhance paper recycling. *Applied Environmental Education and Communication*, 13(1), 28-37.
100. Hsueh, K-H., Bachman, J. A., Richardson, L. I., Cheng, W-Y., & Zimmerman, R. (2014). Mechanisms through which reciprocal filial values protect wellbeing of Chinese adult-child caregivers in the US. *Research in Nursing & Health*, 37(2), 155-166.
99. Kaufman, M. R., Cornish, F., Zimmerman, R. S., & Johnson B. T. (2014). Health behavior change models for HIV prevention and AIDS Care: Practical recommendations for a multi-level approach. *Journal of Acquired Immune Deficiency Syndrome*, 66 (suppl 3), S250-S278.
98. Zimmerman, R.S., Morisky, D. E., Harrison, L., & Mark, H. (2014). Validity of behavioral measures as proxies for HIV-related outcomes. *Journal of Acquired Immune Deficiency Syndrome*, 66 (suppl 3), S285-S292.
97. Zimmerman, R.S., Cupp, P. K., Abadi, M. H., Donohew, R. L., Gray, C., Gordon, L., & Grossl, A. B. (2014). The effects of framing and fear on ratings and impact of anti-marijuana PSAs. *Substance Use & Misuse*, 49 (7), 824-835.
96. Noar, S. M., Zimmerman, R. S., Palmgreen, P., Cupp, P. K., Floyd, B. R., & Mehrotra, P. (2014). Development and implementation of mass media campaigns to delay sexual initiation among African American and White youth. *Journal of Health Communication*, 19(2), 152-169.
95. Charnigo, R., Noar, S. M., Garnett, C., Crosby, R., Palmgreen, P., & Zimmerman, R. S. (2013). Sensation seeking and impulsivity: Combined associations with risky sexual behavior in a large sample of young adults. *Journal of Sex Research*, 50(5), 480-488.
94. Benotsch, E.G., Zimmerman, R.S., Cathers, L., McNulty, S., Pierce, J., Heck, T., Perrin, P., & Snipes, D.J. (2013). Non-medical use of prescription drugs, polysubstance use, and mental health in transgender adults. *Drug and Alcohol Dependence*, 132, 391-394.



***JURIED OR REFEREED JOURNAL ARTICLES (continued)***

93. Mehrotra, P., Zimmerman, R., Noar, S., & Dumenci, L. (2013). A test of an adapted Multiple Domain Model in predicting sexual behaviors among unmarried young adults in India. *Journal of Sex Research, 50*(2), 116-127.
92. VanStee, S. K., Noar, S. M., Zimmerman, R., Palmgreen, P., & McClanahan, K. (2012). Reactions to safer-sex public service announcement message features: Attention, perceptions of realism, and cognitive responses. *Qualitative Health Research, 22*(11), 1568-1579.
91. Atwood, K. A., Zimmerman, R. S., Cupp, P. K., Fongkawe, W., Miller, B. A., Byrnes, H. F., Chamratrithirong, Ap., Rhucharcepanompanich, O., Nonthathom, C., Rosati, M. J., & Warunee, C. (2012). Correlates of precoital behaviors, intentions, and sexual initiation among Thai adolescents. *The Journal of Early Adolescence, 32*(3), 364-386.
90. Anderman, E. M., Gray, D. L., Cupp, P. K., Lane, D. R., & Zimmerman, R. S. (2011). Classroom goal structures and HIV and pregnancy prevention education in rural high school health classrooms. *Journal of Research on Adolescence, 21*(4), 904-922.
89. Perry, J. P., Joseph, J. E., Jiang, Y., Zimmerman, Rick S., Kelly, T. H., Darna, M., Huettl, P., Dwoskin, L. P., & Bardo, M. T. (2011). Prefrontal cortex and drug abuse vulnerability: Translation to prevention and treatment interventions. *Brain Research Reviews, 65*(2), 124-149.
88. Charnigo, R., Kryscio, R., Bardo, M., Lynam, D., & Zimmerman, R. (2011). Joint modeling of longitudinal data in multiple behavioral change. *Evaluation and the Health Professions, 34*(2), 181-200.
87. Helme, D. W., Noar, S. M., Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2011). In-depth investigation of interpersonal discussions in response to a safer sex mass media campaign. *Health Communication, 26*(4), 366-378.
86. Xiao, Z., Mehrotra, P., & Zimmerman, R. S. (2011). Sexual revolution in China: Implications for Chinese women and society. *AIDS Care, 23*(suppl. 1), 105-112.
85. Xiao, Z., Palmgreen, P., Zimmerman, R.S., & Noar, S.M. (2010). Adapting and applying a multiple domain model of condom use to Chinese college students. *AIDS Care, 22*(3), 332-338.
84. Noar, S. M., Palmgreen, P., Zimmerman, R. S., Lustria, M. L. A., & Lu, H. Y. (2010). Assessing the relationship between perceived message sensation value and perceived message effectiveness: Analysis of PSAs from an effective campaign. *Communication Studies, 61*(1), 21-45.

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83. Johnson, B.T., Redding, C.A., DiClemente, R.J., Mustanski, B.S., Dodge, B.M., Sheeran, P., Warren, M.R., Zimmerman, R.S., Fisher, W.A., Conner, M.T., Carey, M.P., Fisher, J.D., Stall, R.D., & Fishbein, M. (2010). A network-individual-resource model for HIV prevention. *AIDS & Behavior*, *14*(Supp2), 204-221
82. Chamrathirong, A., Rhucharoenpornpanich, O., Chaiphet, N., Rosati, M. J., Zimmerman, R., Miller, B., Fongkaew, W., Chookhare, W., Cupp, P. K., & Byrnes, H. F. (2009). Beginning the Thai Family Matters Project: An areal analysis of bad neighborhoods and adolescents' problematic behaviours in Thailand. *Warasan Prachakon Lae Sangkhom*, *18*(1), 141-158.
81. Noar, S.M., Palmgreen, P. & Zimmerman, R.S. (2009). Reflections on evaluating health communication campaigns. *Communication Methods & Measures*, *3*(1/2), 105-114.
80. Anderman, E.M., Lane, D. Cupp, P.C., Zimmerman, R., & Phebus, V. (2009). Comparing the efficacy of permanent classroom teachers to temporary health educators for pregnancy/HIV prevention instruction. *Health Promotion Practice*, *10*(4), 597-605.
79. Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2009). Demographic and personality factors as predictors of HIV/STD partner-specific risk perceptions: Implications for interventions. *AIDS Education and Prevention*, *21* (1), 39-54.
78. Noar, S. M., Palmgreen, P., Chabot, M., Dobransky, N., & Zimmerman, R. S. (2009). A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress? *Journal of Health Communication*, *14*(1), 15-42.
77. Cupp, P.K., Zimmerman, R. S., Bhana, A., Feist-Price, S., Dekhtyar, O., Karnell, A., & Ramsoomar, L. (2008). Combining and adapting American school-based alcohol and HIV prevention programs in South Africa: The HAPS project. *Vulnerable Children and Youth Studies*, *3*(2), 134-142.
76. Noar, S., Chabot, M., & Zimmerman, R.(2008). Applying health behavior theory to multiple behavior change: Considerations & approaches. *Preventive Medicine*, *46*, 275-80.
75. Zimmerman, R. S., Cupp, P. K., Donohew, R. L., Sionean, C., Feist-Price, S., & Helme, D. (2008). Effects of a school-based, theory-driven HIV and pregnancy prevention curriculum. *Perspectives on Sexual and Reproductive Health*, *40*(1): 42-51.
74. Zimmerman, R. S., Noar, S. Feist-Price, S., Dekhtyar, O., Cupp, P. K., Anderman, E., & Lock, S. (2007). Longitudinal test of a Multiple Domain Model of adolescent condom use. *Journal of Sex Research*, *44*(4), 380-394.

***JURIED OR REFEREED JOURNAL ARTICLES (continued)***

73. Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2007). Effects of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults. *Health Education & Behavior, 34*(5), 810-826.
72. Bell, S. G., Newcomer, S. F., Bachrach, C., Borawski, E., Jemmott, J. B. III, Morrison, D., Stanton, B., Tortolero, S., & Zimmerman, R. S. (2007). Challenges in replicating interventions. *Journal of Adolescent Health, 40*(6), 514-520.
71. Pequegnat, W., Rosser, S., Bowen, A. M., Bull, S. S., DiClemente, R. J., Bockting, W. O., Elford, J., Fishbein, M., Gurak, L., Horvath, K., Konstan, J., Noar, S. M., Ross, M. W., Sherr, L., Spiegel, D., & Zimmerman, R. (2007). Conducting internet-based HIV/STD prevention survey research: Considerations in design and evaluation. *AIDS & Behavior, 11*(4), 505-521.
70. Roberto, A. J., Zimmerman, R. S., Carlyle, K., Abner, E. L. (2007). A computer-based approach to preventing pregnancy, STD, and HIV in rural adolescents. *Journal of Health Communication, 12*(1), 53-76.
69. Roberto, A. J., Zimmerman, R. S., Carlyle, K., Abner, E. L., Cupp, P. K., & Hansen, G. L. (2007). The effects of a computer-based HIV, STD, and pregnancy prevention intervention: A nine-school trial. *Health Communication, 21*(2), 115-124.
68. Karnell, A. P., Cupp, P. K., Zimmerman, R. S., Feist-Price, S., & Bennie, T. (2006). Efficacy of an American alcohol and HIV prevention curriculum adapted for use in South Africa: Results of a pilot study in five township schools. *AIDS Education and Prevention, 18*(4), 295-310.
67. Noar, S. M., Zimmerman, R. S., Palmgreen, P., Lustria, M., & Horosewski, M. L. (2006). Integrating personality and psychosocial approaches to understanding safer sexual behavior: Implications for message design. *Health Communication, 19*(2), 165-174.
66. Cupp, P., Zimmerman, R., Massey, C. S., Howell, J., and Swan, R. (2006). Using community ties to facilitate school-based prevention research. *Health Promotion Practice, 7*(4), 459-466.
65. Harrington, N. G., Lane, D. R., Donohew, L., & Zimmerman, R. S. (2006). An extension of the Activation Model of Information Exposure: The addition of a cognitive variable to a model of attention. *Media Psychology, 8*, 139-164.
64. Bray, B. C., Almirall, D., Zimmerman, R. S., Lynam, D., & Murphy, S. (2006). Assessing the total effect of time-varying predictors in prevention research. *Prevention Science, 7*(1), 1-17.

***JURIED OR REFEREED JOURNAL ARTICLES (continued)***

63. Stephenson, M. T., Holbert, R. L., & Zimmerman R. S. (2006). Structural equation modeling in health communication: *Health Communication, 20*, 159-168.
62. Lu, H.Y., Palmgreen, P. C., Zimmerman, R. S., Lane, D. R., & Alexander, L.J. (2006). Personality traits as predictors of intentions to seek online information about STDs and HIV/AIDS among junior and senior college students in Taiwan. *Cyberpsychology & Behavior, 9(5)*, 577-583.
61. Noar, S. M., & Zimmerman, R. S. (2005). Health behavior theory and cumulative knowledge regarding health behaviors: Are we moving in the right direction? *Health Education Research: Theory & Practice, 20(3)*, 275-290.
60. Czopp, A. M., Monteith, M. J., Zimmerman, R. S., & Lynam, D. R. (2004). Implicit attitudes as potential protection from risky sex. *Basic and Applied Social Psychology, 26(2-3)*, 227-236.
59. Dudley, M. G., Rostosky, S. S., Korfhage, B. A., & Zimmerman, R. S. (2004). Correlates of high-risk sexual behavior among young men who have sex with men. *AIDS Education and Prevention, 16*, 328-340.
58. Miller, J. D., Lynam, D., Zimmerman, R. S., Logan, T. K., Leukefeld, C., & Clayton, R. (2004). The utility of the Five Factor Model in understanding risky sexual behavior. *Personality and Individual Differences, 36*, 1611-1626.
57. Noar, S. M., Anderman, E. M., Zimmerman, R. S., & Cupp, P. K. (2004). Fostering achievement motivation in health education: Are we applying relevant theory to school-based HIV prevention programs? *Journal of Psychology & Human Sexuality, 16*, 59-76.
56. Miller, J. D., Lynam, D., Zimmerman, R. S., Logan, T.K., Leukefeld, C., & Clayton, R. (2004). The utility of the Five Factor Model in understanding risky sexual behavior. *Personality and Individual Differences, 36*, 1611-1626.
55. Harrington, N. G., Lane, D. R., Donohew, L., Zimmerman, R. S., Norling, G., An, J. Cheah, W.H., McClure, L., Buckingham, T., & Bevins, C. (2003). Persuasive strategies for effective anti-drug messages. *Communication Monographs, 70(1)*, 16-30.
54. Rostosky, S. S., Owens, G. P., Zimmerman, R. S., & Riggle, E. D. B. (2003). Associations among sexual attraction status, school belonging, and alcohol and marijuana use. *Journal of Adolescence, 26*, 741-751.
53. Feist-Price, S., Mpofu, E., Zimmerman, R., and Cupp, P. (2002). Theory-based school HIV prevention in Zimbabwe: A prospective study. *Zimbabwe Journal of Educational Research*, pp. 224-229.

***JURIED OR REFEREED JOURNAL ARTICLES (continued)***

52. Ebreo, A., Feist-Price, S., Siewe, Y., & Zimmerman, R. S. (2002). Effects of peer educators in a school-based HIV prevention program: Where should peer education research go from here? *Health Education and Behavior, 29*, 411-423
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**BOOK AND MONOGRAPH CHAPTERS (cont.)**

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7. Apospori, E., Vega, W. A., Zimmerman, R., Warheit, G. J., & Gil, A. J. (1995). A longitudinal study on conditional effects of deviant behavior on drug use among three racial/ethnic groups of adolescents. Pp. 211-239 in Howard B. Kaplan (Ed.), *Drugs, Crime, and other Deviant Adaptations: Longitudinal Studies*.
6. Zimmerman, R. S., & Vernberg, D. (1994). Models of preventive health behavior: Comparison, critique, and meta-analysis. In G. Albrecht (Ed.), *Advances in Medical Sociology, Volume 4: Health Behavior Models: A Reformulation*. Greenwich, CT: JAI Press.

### **BOOK AND MONOGRAPH CHAPTERS (cont.)**

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4. Albrecht, G., & Zimmerman, R. S. (1993). What Can We Learn about Social Science from AIDS? In G. Albrecht & R. S. Zimmerman (Eds.), *advances in Medical Sociology, Volume 3: Sociological Perspectives on AIDS*. Greenwich, CT: JAI Press.
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2. Zimmerman, R. S. (1989). Social causes, patterns, and 'cures' of AIDS. In K. McKinney and S. Sprecher (Eds.) *Human Sexuality: The Societal and Interpersonal Context*. Ablex.
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### **BOOK REVIEWS**

*Life with AIDS*, by Rose Weitz. 1993. *Contemporary Sociology*.

### **OTHER WORKS ACCEPTED FOR PUBLICATION**

Syllabus for Medical Sociology course was published in the American Sociological Association's publication "Syllabi for Medical Sociology," 1985.

"International Perspectives on AIDS" lecture published in *Teaching Resources on AIDS* (2001), American Sociological Association.

## ***OTHER PROFESSIONAL ACTIVITIES***

### ***PAPERS PRESENTED***

Van Stee, S. K., Noar, S. M., Palmgreen, P., Grant, L., Floyd, B., & Zimmerman, R. S. (2012, May). *Perceived message effectiveness of delay of sex PSAs targeted to African American and white adolescents*. Paper presented at the Sixty-second Annual Conference of the International Communication Association, Phoenix, AZ.

Zimmerman, R. S., & Friedman, S. (2011, August). *Efforts at Designing "Structural Interventions" for HIV Prevention Need More Input from Sociologists*. Roundtable presented at the American Sociological Association annual meeting, Las Vegas, Nevada.

Noar, S. M., Zimmerman, R. S., Palmgreen, P., Cupp, P. K., Floyd, B. R., & Mehrotra, P. (2011, May). *Development and implementation of mass media campaigns to delay sexual initiation among African American and White youth*. Paper presented at the Sixty-first Annual Conference of the International Communication Association, Boston, MA.

Floyd, B., Zimmerman, R. S., Noar, S. M., & Palmgreen, P. (2010, November). *Racial differences in sexual debut: Implications for designing HIV/STD and pregnancy prevention messages targeting adolescents*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Cupp, P. K., & Floyd, B. R. (2010, November). *Developing, implementing, and evaluating a public service announcement (PSA) campaign to delay sexual activity in adolescents: The challenge and promise*. Paper presented at the 138<sup>th</sup> Annual Meeting of the American Public Health Association, Denver, CO.

Van Stee, S. K., Noar, S. M., Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2010, November). *What makes campaign messages effective? A qualitative investigation of reactions to PSAs in a safer sex mass media campaign*. Paper presented at the Ninety-Sixth Annual Conference of the National Communication Association, San Francisco, CA.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Cupp, P. K., Floyd, B. R., Mehrotra, P., & Nickell, D. (2010, November) *Sex can wait*. Public Service Announcements presented at the Film & Media Festival at the 138th Annual Meeting of the American Public Health Association, Denver, CO.

Zimmerman, R. S. (2010, October.) *How to get people to change their health related behavior*. Invited presentation to Richmond, VA Hadassah Breast Cancer Prevention Working Group.

Zimmerman, R. S., Broaddus, M. R., Lynam, D. R., Kelley, T. H., & Kittel, J. A. (2010, June). *Marijuana use and condom attitudes' effects on condom use decisions*. Paper presented at the Society for the Scientific Study of Sexuality annual meeting, Las Vegas, Nevada.

**PAPERS PRESENTED (continued)**

Zimmerman, R.S., Janssen, E., Girardelli, D., Kittel, J.A., Floyd, B., & Mehrotra, P. (2010, June). *Arousing ourselves into risky sex: Effects of arousal on condom-related decision making*. Paper presented at the Society for the Scientific Study Sexuality annual meeting , Las Vegas, NV.

Helme, D. W., Noar, S. M., Allard, S., Zimmerman, R. S., Palmgreen, P., & McClanahan, K. J. (2010, June). *Exploratory investigation of interpersonal discussions in response to a safer sex mass media campaign*. Paper presented at the Sixtieth Annual Conference of the International Communication Association, Singapore [*Top Three Paper Award, Health Communication Division*].

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Cupp, P. K., Floyd, B., Sznitman, S., & Romer, D. (2010, June). *Outcomes of a two-city mass media campaign aimed at delaying initiation of sexual activity among African-American and Caucasian youth*. In P. Palmgreen (Chair), *Can mass media campaigns change health-related behaviors among youth?* Symposium conducted at the 18<sup>th</sup> Annual Meeting of the Society for Prevention Research, Denver, Colorado.

Zimmerman, R.S., Mehrotra, P., & Xiao, Z. (2009, October). *Is there a sexual revolution underway among Asian women?* Presented at a workshop on women's sexual health in Beijing, China.

Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2008, November). *Gender and personality factors as moderators in the theory of planned behavior to test condom use intentions of young adults: Implications for message design*. Paper presented at the Society for the Scientific Study of Sexuality Mid-continent and Eastern Regions Conference, Cleveland, Ohio.

Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2008, May). *Understanding partner characteristics and personality factors as predictors of HIV and STD risk perception: Implications for message design*. Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada.

Noar, S. M., Palmgreen, P., Chabot, M., Zimmerman, R. S., & Dobransky, N. (2008, May). *A 10-year systematic review of HIV/AIDS mass communication campaigns: Have we made progress?* Paper presented at the Fifty Eighth Annual Conference of the International Communication Association, Montreal, Canada.

Mehrotra, P., Noar, S. M., Zimmerman, R. S., & Palmgreen, P. (2008, April). *A test of the theory of planned behavior using structural equation modeling: Gender differences in condom use intentions of young adults*. Paper presented at the 10<sup>th</sup> Biennial Kentucky Conference on Health Communication, Lexington, Kentucky.

Zimmerman, R. S. (2008, April). *What works in HIV prevention?* Invited talk to Vanderbilt University Center on Global Health, Nashville, TN.

***PAPERS PRESENTED (continued)***

Zimmerman, R. S. (2008, April). *Comparing methods of assessing the impact of public health campaigns*. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.

Noar, S. M., Benac, C., Zimmerman, R. S., Crosby, R., Snow, G., & Troutman, A. (2008, March). *Tailoring sexual risk reduction messages for African-American STD clinic patients: Application of the attitude-social influence-efficacy model*. In M. Campbell (Chair), *Theories and mechanisms of tailored communications: Application to diverse populations*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

Noar, S. M., Chabot, M., & Zimmerman, R. S. (2008, March). *Applying health behavior theory to multiple behavior change: Considerations and approaches*. In C. Nigg (Chair), *Conceptualizing multiple health behavior change*. Symposium conducted at the Twenty-Ninth Annual Scientific Sessions of the Society of Behavioral Medicine, Washington, DC.

Zimmerman, R. S., Cupp, P. K., Miller, B. A., Byrnes, H. F., Chookhare, W., Chamratrithirong, A., Rhucharoenpornpanich, O., Chaipheth, N., Rosati, M. J., & Fonkaew, W. (2008, March). *Understanding risk and protective factors for sexual activity in Thai adolescents*. Paper presented at the Society for Research on Adolescence annual conference, Chicago, IL.

Zimmerman, R. S. (2007, December). *Health Behavior Models*. Invited presentation to Health Communication Seminar. Annenberg School of Communication, University of Pennsylvania, Philadelphia, PA.

Floyd, N., Noar, S. M., Mehrotra, P., Chabot, M., Palmgreen, P., & Zimmerman, R. S. (2007, November). *The role of sensation value in the effectiveness of PSAs aimed at postponing sex among middle school students: An initial study*. Paper presented at the Ninety-third Annual Convention of the National Communication Association, Chicago, IL.

Zimmerman, R. S., Cupp, P. K., Bhana, A., & Feist-Price, S. (2007, July). *Explaining initiation of sexual activity in South Africa with the Multiple Domain Model*. Paper presented at AIDS Impact conference, Marseilles, France.

Zimmerman, R. S., Bhana, A., Cupp, P. K., & Courses, M. (2007, July). *Using PDAs to improve data quality in school-based surveys on sensitive topics*. Paper presented at AIDS Impact conference, Marseilles, France.

Chaisamrej, R., & Zimmerman, R. (2007, May). *Integrating the Theory of Planned Behavior, altruism, and self-construal to predict paper recycling behavior in individualistic and collectivistic societies: Implications for communication campaign design*. Paper presented at the International Communication Association annual meeting. San Francisco, CA.

**PAPERS PRESENTED (continued)**

Courser, M. W., Zimmerman, R. S., Cupp, P. K., Bhana, A., & Johnson, S. (2007, May). *Improving data quality from student surveys: A natural experiment in South Africa to test the impact of audio-personal digital assistants (Audio PDAs)*. Paper presented at American Association of Public Opinion Research annual conference, Chicago, Illinois.

Noar, S. M., Palmgreen, P., Clark, A., Cavendish, S., & Zimmerman, R. S. (2007, April). *Mass media campaigns as a tool for HIV prevention: A review and update*. Poster session presented at the Fifth National Conference of the Rural Center for AIDS/STD Prevention, Bloomington, IN.

Zimmerman, R. S. (2006, October). *What do we know about preventing teen pregnancy?* Invited keynote address at annual conference on Kentucky Teen Pregnancy Prevention, Lexington, KY.

Zimmerman, R. S., Calderon, R., Noar, S. M., Novak, S. P., & Donohew, R. L. (2006, September). *The effects of individual differences and situational alcohol use on sexual behavior among adolescents*. Paper presented at the sixth annual conference of the National Hispanic Science Network on Drug Abuse, Scottsdale, AZ.

Noar, S. M., Palmgreen, P., Clark, A., Cavendish, S., & Zimmerman, R. S. (2006, August). *Design, implementation, and evaluation of HIV/AIDS prevention mass media campaigns: How are we doing?* Poster session presented at the XVI International AIDS Conference, Toronto, Canada.

Noar, S. M., Zimmerman, R. S., Floyd, N., & Bowleg, L. (2006, August). *Why don't young adults use condoms consistently? A stages of change investigation and comparison of African-American and Caucasian young adults*. Poster session presented at the XVI International AIDS Conference, Toronto, Canada.

Kelly, T.H., Harrington, N.G., Lane, D.R., Zimmerman, R.S., Lederer, K.M. & Martin, C.A. (2006, August). *Experimental analysis of the effects of targeted media-based Prevention messages on marijuana use by high-sensation and cognition-seeking young adults*. Paper presented at the American Psychological Association, New Orleans, LA.

Noar, S. M., & Zimmerman, R. S. (2006, March). *Consensus and fragmentation: Health behavior theory and cumulative knowledge regarding health behaviors*. Poster session presented at the annual meeting of the American Academy of Health Behavior, Carmel, CA.

Zimmerman, R. S., Noar, S. M., Cupp, P. K., & Donohew, R. L. (2006, March). *Going beyond traditional theories: The multiple-domain model of health-related behavior*. Poster session presented at the annual meeting of the American Academy of Health Behavior, Carmel, CA.

Harrington, N. G., Lane, D. R., Zimmerman, R. S., Bevins, C. C., Frazee, T. K., & Harris, M. S. (2005, June). *Targeted computer-based anti-marijuana prevention strategies for adolescents*. Poster presented at the College of Problems on Drug Dependence satellite conference, Orlando, FL.



**PAPERS PRESENTED (continued)**

Harrington, N. G., Lane, D. R., Zimmerman, R. S., Lederer, K. M., Martin, C. A., & Kelly, T. H. (2005, June). *The effects of targeted media-based prevention messages on marijuana use by high sensation and high cognition seeking young adults*. Poster presented at the College of Problems on Drug Dependence convention, Orlando, FL.

Chaisamrej, R., Zimmerman, R. S., Noar, S. M., & Thomas L. (2005, May). *A comparison of five social psychological models of condom use: Implications for designing prevention messages*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

Noar, S. M., Palmgreen, P., Zimmerman, R. S., Lustria, M., & Lu, H. Y. (2005, May). *What makes an effective public service announcement?* Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005, May). *Results of a televised two-city safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults*. Paper presented at the Fifty Fifth Annual Conference of the International Communication Association, New York, NY.

Zimmerman, R. S., Cupp, P. K., Bhana, A., Feist-Price, S. M., Noar, S. M., Bailey, A., Bennie, T., & Ramsoomar, L. (2005, April). *Test of the multiple domain model of health-related behavior for initiation of sexual activity in South African adolescents*. Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

Cupp, P. K., Zimmerman, R. S., Noar, S. M., Feist-Price, S. M., Bhana, A., Bennie, T., & Ramsoomar, L. (2005, April). *Relative influence of social and individual difference variables in understanding adolescent risk behavior in three countries*. Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Lu, H. Y., & Horosewski, M. L. (2005, April). *Effects of a televised 2-city mass media campaign targeting risk-taking heterosexually active young adults*. Paper presented at the Seventh International AIDS Impact Conference, Cape Town, South Africa.

Noar, S. M., Zimmerman, R. S., Palmgreen, P., Lustria, M. L. A., & Matuza, M. L. (2004, May). *Understanding condom use in young adults: Integrating personality and psychosocial theoretical approaches*. Poster session presented at the Fifty Fourth Annual Conference of the International Communication Association, New Orleans, LA.

Zimmerman, R. S., Palmgreen, P., Noar, S. M., Lustria, M. L. A., Matuza, M. L., & Allard, S. A. (2003, November). *Sensation seeking and impulsive vs. rational decision-making as moderators of perceived effectiveness of HIV/STD public service announcements*. Poster session presented at the One Hundred and Thirty-First Annual Meeting of the American Public Health Association, San Francisco, CA.

***PAPERS PRESENTED (continued)***

Noar, S. M., Zimmerman, R. S., Palmgreen, P., Allard, S. L., Lustria, M. L. A., Matuza, M. L., & Cupp, P. K. (2003, July). *Development of a safer sex mass media campaign targeting high sensation-seeking and impulsive decision-making young adults*. Paper presented at the 2003 National HIV Prevention Conference, Atlanta, GA.

Harrington, N. G., Lane, D. R., Donohew, L., Zimmerman, R. S., Norling, G. R., Cheah, W. H., McClure, L., & Bevins, C. (2003, May). *Improving persuasive strategies for media-based health campaigns*. Paper presented at the Annual Convention of the International Communication Association, San Diego, CA.

Clay, C. B., Noar, S. M., Zimmerman, R. S., & Stewart, G. M. (2002, August). *The influence of gender roles on safer sexual behaviors*. Poster session presented at the One Hundred and Tenth Annual Convention of the American Psychological Association, Chicago, IL.

Zimmerman, R. S., Donohew, L., Cupp, P., & Feist-Price, S. (2001, October). *Developing interpersonal and media-based HIV preventive interventions for high sensation-seekers and impulsive decision-makers*. Invited presentation, American Public Health Association meeting, Atlanta, GA.

Zimmerman, R. S., Donohew, L., Cupp, P., & Feist-Price, S. (2001, August). *Designed theory-based HIV prevention interventions*. Paper presented at American Psychological Association meeting, Washington, DC.

Zimmerman, R. S., Donohew, R. L., Cupp, P. I., & Feist-Price, S. (2001, May). *The Combined effect of a radio PSA campaign and classroom intervention on sexual behavior of high school students*. Paper presented at International Communication Association meeting, Washington, DC.

Zimmerman, R. S. & Donohew, L. (2000, June). *Sensation-seeking, impulsive decision-making, and HIV prevention*. Paper presented at International Society for Individual Differences, June, 2000, Edinburgh, Scotland.

Zimmerman, R.S., & Donohew, L. *HIV Prevention media campaigns*. (1999, July). Presentation at International Communication Association meeting, Acapulco, Mexico.

Donohew, L., Harrington, N. G., Lane, D. R., Zimmerman, R. S., & Kelly, T. (1999, May). *Persuasive strategies for effective anti-drug messages*. Paper presented at the Annual Convention of the International Communication Association, San Francisco, CA.

Zimmerman, R.S., Donohew, L., Feist-Price, S., Cupp, P., Sionean, C., Novak, S.P., Colon, S. (1998, November). *Short-term effects of an HIV and alcohol prevention targeted at novelty seekers and impulsive decision-makers*. Invited presentation, American Public Health Association meeting, Washington, D.C.

***PAPERS PRESENTED (continued)***

Donohew, L., Zimmerman, R., & Feist-Price, S. (1998, November). *Targeting prevention at health risk-takers*. Invited presentation at University of Georgia conference on Communication and prevention.

Donohew, L., Zimmerman, & Feist-Price. (1998, July). *Targeting higher risk-takers and novelty-seekers in an HIV preventive intervention*. Paper presented at the International Communication Association meeting in Jerusalem, Israel.

Donohew, Lewis, Zimmerman, R. S., Cupp, P., Colon, S., Feeney, G., and Abell, R. (1997, November). *Designing a high sensation value curriculum for HIV prevention in adolescent sexual risk takers*. Paper presented at the American Public Health Association meeting in Indianapolis, IN.

Zimmerman, R. S., Novak, S., & Donohew, L. (1997, November). *Toward an understanding of individual and situational risk factors for sexual behavior: The relative contributions of sensation seeking and decision-making style*. Paper presented at the American Public Health Association meeting in Indianapolis, IN.

Zimmerman, R. S., Donohew, L., Feist-Price, S., Sroka, S., & Harris, C. (1997, November). *Integrating HIV and pregnancy-prevention research into school-based settings*. Poster presented at American School Health Association conference, Daytona Beach, FL.

Zimmerman, R. S., Logan, TK, Leukefeld, C., Martin, Kathy. (1997, November). *Early, normative, and late initiation of sexual activity and substance use in adolescence*. Poster presented at the American Public Health Association meeting in Indianapolis, IN.

Zimmerman, R. S. & Donohew, L. (1996, November). *Sensation-seeking, decision-making style, and sexual risk-taking*. Paper presented at the American Public Health Association meeting in New York, NY.

Donohew, L., & Zimmerman, R. S. (1996, November). *Risk-taking, communication, and sensation-seeking*. Paper presented at the Speech Communication Association meeting in San Diego, CA.

Zimmerman, R. S. & Stratton, T. (1996, July). *AIDS migration in the United States: State, county, and city level analyses*. Paper presented at the International AIDS Conference, Vancouver, Canada.

Sionean, C., & Zimmerman, R. S. (1996, July). *Substance use and sexual behaviors among gay and bisexual men in Appalachia*. Paper presented at the International AIDS Conference, Vancouver, Canada.

Zimmerman, R. S. & Novak, S. (1996, August). *Acculturation, national origin and substance use among adolescent Hispanic subgroups*. Paper presented at the American Sociological Association meeting in New York.

**PAPERS PRESENTED (continued)**

Zimmerman, R. S. (1995, August). *How is AIDS migrating in the United States: Hypotheses and processes*. Paper presented at the American Sociological Association meeting in Washington, DC.

Zimmerman, R. S., Gil, A. G., & Warheit, G. J. (1994, November). *Heterogeneity of Hispanic groups: Differences in substance use and mental health outcomes*. Poster presented at the American Public Health Association meeting, Washington, DC.

Warheit, G.J., Khoury, E.L., Zimmerman, R.S., & Vega, W.A. (1994, November). *Depression among a cohort of adolescents following Hurricane Andrew: A prospective study*. Paper presented at the American Public Health Association meeting, Washington, DC.

Zimmerman, R. S. (1993, November). *What do we know about HIV-related persuasive communications?* Paper presented at the International Speech Communication Association meeting in Miami, FL.

Langer, L. M., Zimmerman, R. S., Hendershot, E. F., & Singh, M. (1992, November). *The impact of Magic Johnson's HIV status on HIV-related attitudes and behaviors of an STD clinic population*. Paper presented at the American Public Health Association meeting in Washington, D.C.

Langer, L. M., Zimmerman, R. S., and McNeal, R. (1992, August). *Explaining racial/ethnic differences in knowledge, attitudes, beliefs, skills, and behaviors related to HIV*. Paper presented at the American Sociological Association meeting in Pittsburgh, PA.

Zimmerman, R. S., Langer, L. M. (1992, August). *School AIDS Education: What works and why*. Paper presented at International Society for AIDS Education Conference, Washington, DC.

Zimmerman, R.S. (1991, August). *Doing survey research about AIDS*. Paper presented at American Sociological Association meeting, New York, NY.

Zimmerman, R.S., Langer, L.M., et al. (1991, June). *Impact of AIDS education and environment on attitudes, behaviors and skills*. Poster presented at VII International AIDS Conference, Florence, Italy.

Zimmerman, R. S., and Iacino, R. (1989, October). *AIDS prevention in adolescents*. Invited presentation, Adolescents and AIDS Conference, Miami, FL.

Zimmerman, R. S. & Langer, L. (1989, August). *An experimental test of approaches to teaching teens about AIDS*. American Sociological Association meeting, San Francisco, CA.

Bolon, T., Zimmerman, R., Rodriguez, M., and Patrone-Reese, J. (1989, June). *HIV-related risk, worry, and behaviour changes among emergency medical workers: Personal and job-related factors*. V Int'l. AIDS Conference, Montreal, Canada.

### **PAPERS PRESENTED (continued)**

Lieb, S., Zimmerman, R. S., Kuechler, M., Langer, L. M., Sims, J., and Witte, J. (1989, June). *Trends in AIDS knowledge, attitudes, and behaviors in heterogeneous, high-risk groups, Florida.* V Int'l. AIDS Conference, Montreal, Canada.

Zimmerman, R. S. (1989, March). *AIDS: Why isn't health education working?* Invited presentation to Midwest Sociological Association meeting, Chicago, IL.

Zimmerman, R. S. (1988, October). *Social, Psychological, and Political Aspects of AIDS: Or, Whatever Happened to the Epidemic?* Invited keynote address to Midwest Conference on Social Aspects of AIDS, Illinois State University, October, 1988.

Zimmerman, R. S. (1988, August). *Psychological social psychology's contributions to research on health.* Invited presentation to American Sociological Association meeting, Atlanta, GA.

Zimmerman, R. S., and Olson, K. (1988, August). *AIDS-related risk behavior and behavior change in a sexually active, heterosexual sample: A test of three models of prevention.* Paper presented at American Sociological Association meeting, Atlanta, GA.

Zimmerman, R. S., and Leventhal, H. (1987, August). *Theory-based health educational intervention: A test of three social psychological models.* Paper presented at the American Sociological Association meeting, Chicago, IL.

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Zimmerman, R. S. (1987, August). *Can sociology contribute toward a solution to the AIDS crisis?* Paper presented at the American Sociological Association meeting, Chicago, IL.

### **INVITED CONFERENCE PARTICIPATION**

Participated in CDC/Oglivy & Mather Research Conference on National Mailing and AIDS Evaluation issues, Atlanta, March, 1988.

### **LANGUAGE PROFICIENCY**

English: Native language, fluent in conversation, reading, and writing

French: Studied for 6 years in middle/high school, 1 year in college  
Relatively fluent in conversation, basic reading, basic writing

Hebrew: Studied part-time for 6 years in elementary/middle school  
Basic conversation, little reading, little writing

## ***AREAS OF INTEREST***

### ***RESEARCH***

Prevention Science  
Health Communication  
HIV, STD, and Pregnancy Prevention  
Substance Abuse Prevention  
Models of Health Behavior  
Methodology and Statistics

### ***TEACHING EXPERIENCE***

Introduction to Social and Behavioral Science and Public Health  
Health Communication  
Medical Sociology  
Social Psychology/Social Psychology of Health & Illness  
Methods and Statistics--elementary and advanced  
Philosophy of Social Science  
Introduction to Sociology  
AIDS/HIV  
Sociology of Humor  
Models of Health-related Behavior  
Sociology of Human Sexuality  
Patients, Physicians, and Society

## ***PROFESSIONAL ORGANIZATIONS***

International Communication Association  
American Sociological Association  
American Public Health Association  
Society for the Scientific Study of Sexuality  
American Association of Health Behavior  
American Psychological Association  
Society for Prevention Research

## ***COMMUNITY ACTIVITIES***

Co-Chair, Healthy Lifestyles Issues team, Partnership for a Healthier Fairfax, 2011-2013  
Faculty Advisor, Hillel Student Organization, George Mason University, 2012-2013  
Member, Virginia HIV Community Planning Group, 2010-2013  
Member, Lexington Chapter, Planned Parenthood Board, 1996-1998  
President, Ohavay Zion Synagogue, Lexington, KY, 1997-1999  
Member, Fayette County Teen Pregnancy Task Force, 1997-2000  
Evaluation Consultant, HIV Prevention Community Planning Group, 1996-1998  
Chair, Sociologists' AIDS Network (1996-1997)  
Member, South Florida College & University AIDS Task Force, 1992-1994

## ***THESIS AND DISSERTATION ADVISING***

2014-2017	Chair for Lisa Sitler, PhD, Nursing
2013-	Co-chair for Debra Pikes, D.N.P., Nursing
2012-2013	Committee member for Elizabeth Malouf, Ph.D., Psychology
2012-2013	Committee member for Adam Miller, Ph.D., Psychology
2009-2011	Chair for Megan Sweat, M.P.H., Social and Behavioral Health
2009-2010	Committee member for Christopher Garnett, M.P.H., Public Health
2005-2009	Chair for Purnima Mehrotra, Ph.D., Communication
2004-2009	Chair for Brenikki Floyd, Ph.D., Communication
2002-2006	Chair for John Youngblood, Ph.D., Communication
2002-2006	Chair for Rungrat Chaisamrej, Ph.D., Communication
2002-2006	Committee member for Leslie Gaines, Ph.D., Psychology
2002-2005	Chair for Chaowen Wang, Ph.D., Communication
2002-2005	Chair for Wai Cheah, Ph.D., Communication
2002-2005	Committee member for Bethe Korfhage, Ph.D., Counseling Psychology
2001-2005	Committee member for Courtney Clay, Ph.D., Counseling Psychology
2001-2002	Committee member for Angela Brumley-Shelton, Ph.D., Communication
2001-2002	Committee member for Ann Crittenden-Lewis Forsythe, Ph.D., Communication
2001-2006	Chair for Ritta Abell, Ph.D., Communication
2000-2003	Committee member for Kate Flory, Ph.D., Psychology
1999-2001	Chair for Christy Spurl, M.A., Sociology
1998-2001	Committee member for Marjorie Kwenzi-nke, Ph.D., Public Policy
1998-2000	Committee member for Kate Flory, M.S., Psychology
1998-2003	Committee member for Gretchen Norling, Ph.D., Communication
1996-2000	Co-Chair for Scott Novak, Ph.D., Sociology
1996-1999	Co-Chair for Catlainn Sioanean, Ph.D., Sociology
1996-1999	Co-Chair for Gwin Stewart, Ph.D., Educational Psychology
1996-2002	Co-Chair for Betsy Neale, Ph.D., Sociology
1996-1997	Co-Chair for Karen Campbell, M.S., Psychology
1996-1999	Committee member for Michael Stephenson, Ph.D., Communication
1996-1999	Committee member for Gregory Feeney, Ph.D., Communication
1996-1998	Committee member for Susan Colon, Ph.D., Communication
1995-1997	Committee member for Mary Nemeth-Pyles, Ph.D., Nursing
1995-1997	Committee member for Jean Simmons, Ph.D., Psychology
1994-1995	Committee member for Cattlain Sioanean, M.A., Sociology
1994-1997	Co-Chair for Kathy Fromm, Ph.D., Psychology
1992-1994	Chair for Chad Holloway, Ph.D., Sociology, Univ. of Miami
1993-1994	Committee member for Sally Dodds, Ph.D., Social Work, Univ. of Miami
1990-1991	Committee member for Andres Gil, Ph.D., Sociology, Univ. of Miami
1990-1991	Committee member for Frank Biafora, Ph.D., Sociology, Univ. of Miami
1990-1993	Co-Chair for Jan Sokol-Katz, Ph.D., Sociology, Univ. of Miami
1990-1991	Committee member for Leslie Petterson, M.S.N., Nursing, Univ. of Miami
1990-1991	Committee member for Mark Kleinman, Ph.D., Educ. Psych., Univ. of Miami
1990-1991	Committee member for Chris Chromen, M.A., Comm., Univ. of Miami
1989-1990	Chair for Lilly Langer, Ph.D., Sociology, Univ. of Miami
1988-1993	Chair for Paula Yastremski, M.A., Sociology, Univ. of Miami

### ***THESIS AND DISSERTATION ADVISING (cont.)***

1987-1988	Chair for Elizabeth Khoury, M.A., Sociology, Univ. of Miami
1987-1988	Committee member for Eric Einspruch, Ph.D., Education, Univ. of Miami
1986	Committee member for Fritzi Chowning, Ph.D., Education, Univ. of Miami
1985-1986	Chair for Maria Gravier, M.A., Sociology, Univ. of Miami
1984-1986	Chair for LuAnn Warner Prokos, M.A., Sociology, Univ. of Miami
1983	Committee member for Mary Weber, M.S., Nursing, Univ. of Miami

### ***UNIVERSITY COMMITTEE RESPONSIBILITIES***

2015-2016	Chair, Faculty Senate Research Policy Committee, UMSL
2014-2015	Member, Faculty Senate Research Policy Committee, UMSL
2013- 2010	Institutional Review Board, University of Missouri – St. Louis President’s Research Initiative Program, reviewer of School of Medicine proposals, Virginia Commonwealth of University
2002-2003	Member, College of Communications and Information Studies Ad Hoc Graduate Recruitment Committee, Univ. of Kentucky
2002-2003	Member, College of Communications and Information Studies Graduate Program Committee, Univ. of Kentucky
2002-2003	Chair, Department of Communication Resource Committee, Univ. of Kentucky
2000-2002	Member, Department of Communication Resource Committee, Univ. of Kentucky
2001-2002	Member, College of Communications and Information Studies Graduate Admissions and Financial Aid Committee, Univ. of Kentucky
2000-2004	Member, Summer Research Award Committee, Univ. of Kentucky
1997- 1997-1999	Associate, University of Kentucky Multidisciplinary Research Center on Drug and Alcohol Abuse Chair, College of Medicine Research Committee, Univ. of Kentucky
1995-1999	Advisor, Medical Student AIDS Education Project, UK College of Medicine
1995-1997	Member, College of Medicine Research Committee, Univ. of Kentucky
1993	Chair, Review Committee for Orovitz Summer Awards in Business and the Social Sciences (Univ. of Miami)
1990-1992	Member, Review Committee for Orovitz Summer Awards in Business and the Social Sciences (Univ. of Miami)
1988-1994	Member, University of Miami Sociology Department Graduate Committee
1988-1989	Faculty Fellow, Mahoney Residential College, Univ. of Miami
1987-1988	Faculty Mentor, Pearson Residential College, Univ. of Miami
1985-1987	Chair, Arts & Sciences Academic Computing Committee, Univ. of Miami
1985-1989	Freshman advisor, College of Arts & Sciences, Univ. of Miami
1984-1989	Member, Behavioral Sciences Human Subjects Committee, Univ. of Miami
1984-1985	Member, Arts & Sciences Faculty Senate caucus, Univ. of Miami
1984-1986	Member, Hillel Unit Board, Univ. of Miami
1983-1986	Co-author, Sociology Dept. Proposal for Ph.D. program, Univ. of Miami