

DIANE B. FRANCIS, PHD

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College of Communication and Information
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EDUCATION

University of North Carolina at Chapel Hill, PhD in Mass Communication, 2016
Interdisciplinary Health Communication Certificate, UNC Chapel Hill, 2016
London School of Economics, MSc in Global Media and Communications, 2010
University of Southern California, MA in Global Communication, 2010
University of the Virgin Islands, BA in Communications, 2007

EMPLOYMENT

08/2018-present Assistant Professor, Department of Communication
University of Kentucky, Lexington, KY

08/2016-2018 Assistant Professor, Manship School of Mass Communication
Louisiana State University, Baton Rouge, LA

AFFILIATIONS

2017-2018 Affiliate Member, African and African American Studies Department
Louisiana State University, Baton Rouge, LA

HONORS AND AWARDS

NIH Early Career Reviewers Program (2018)
Tiger Athletic Foundation Teaching Award, LSU (2017)
Graduate Education Enhancement Board Impact Award, UNC Chapel Hill (2017)
Rachel Davis Mersey Fund for Outstanding Ph.D. Award, UNC School of Media and Journalism (2016)
Roy H. Park Fellow, UNC School of Media and Journalism (2012-2016)
Pre-Doctoral Fellow, UNC Center for Regulatory Research on Tobacco Communications (2014-2016)
Barrow Minority Doctoral Student Scholarship Award, Association for Education in Journalism and Mass Communication (2015)

OTHER PROFESSIONAL EXPERIENCES

- 2012-2016 Graduate Research Assistant, UNC Chapel Hill, Chapel Hill, NC
School of Media and Journalism
- 2013-2014 Lecturer, University of North Carolina at Chapel Hill, School of Media and
Journalism
- 2010-2012 Research Assistant, UNC Chapel Hill, Chapel Hill, NC Center for Infectious
Diseases, School of Medicine
- 2009 Outreach Intern, U.S. Department of State, Washington, DC Office of
International Information
- 2009 Public Relations Intern, Freud Communication
London, United Kingdom
- 2006-2008 Marketing/Public Relations Assistant, University of the Virgin Islands,
St. Thomas, VI, Reichhold Center for the Arts
- 2006 Instructor, University of the Virgin Islands, St. Thomas, VI, Summer Science
Research Academy

PEER-REVIEWED PUBLICATIONS

**Indicates a graduate student who worked on the project*

1. **Francis, D. B.** (2018). Young Black men's information seeking following celebrity depression disclosure: Implications for mental health communication. *Journal of Health Communication*. Advanced online publication. <https://doi.org/10.1080/10810730.2018.1506837> (IF: 2.013)
2. **Francis, D. B.**, Stevens, E. M., Noar, S. M., & Widman, L. (in press). Public reactions to and impact of celebrity health announcements: Understanding the Charlie Sheen effect. *Howard Journal of Communication*.
3. **Francis, D. B.**, Noar, S. M., & Fortune, D. A., Adimora, A. A. (2018). "Be Straight Up and So Will He": Evaluation of a novel condom distribution and health communication intervention targeting African American college females. *AIDS Education and Prevention*, 30(2), 137-151. <https://doi.org/10.1521/aeap.2018.30.2.137> (IF: 1.756)
4. **Francis, D. B.**, Hall, M. G., Noar, S. M., Ribisl, K. M., Brewer, N. T. Systematic review of measures used in graphic cigarette pack warning experiments. (2017). *Nicotine & Tobacco Research: Official Journal of the Society for Research on Nicotine and Tobacco*, 19(10), 1127-1137. (Editor's Pick) <https://doi.org/10.1093/ntr/ntx082> (IF: 4.609)

5. **Francis, D. B.**, Cates, J. R., Wagner, K. P. G., Zola, T., Fitter, J. E., Coyne-Beasley, T. (2017). Communication technologies to improve HPV vaccination initiation and completion: A systematic review. *Patient Education and Counseling*, 100(7), 1280-1286. <https://doi.org/10.1016/j.pec.2017.02.004> (IF: 2.232)
6. **Francis, D. B.**, Noar, S. M., Kowitt, S., Jarman, K., Goldstein, A. (2017). Believability of new diseases reported in the 2014 Surgeon General's report on smoking: Experimental Results from a National Survey of US adults. *Preventive Medicine*, 99, 94-98. <https://doi.org/10.1016/j.ypmed.2017.01.021> (IF: 2.893)
7. Noar, S. M., **Francis, D. B.**, Bridges, C., Sontag, J., Schmitt, S., Brewer, N. T., Ribisl, K. M. (2017). Effects of strengthening cigarette pack warnings on attention and message processing: A systematic review. *Journalism and Mass Communication Quarterly*, 94(2), 416-442. <https://doi.org/10.1177/1077699016674188> (IF: 1.159)
8. Noar, S. M., **Francis, D. B.**, Bridges, C., Sontag, J., Schmitt, S., Brewer, N. T., Ribisl, K. M. (2016). The impact of strengthening cigarette pack warnings: Systematic review of longitudinal observational studies. *Social Science & Medicine*, 164, 118-129. <https://dx.doi.org/10.1016/j.socscimed.2016.06.011> (IF: 2.814)
9. Comello, M. L. G., **Francis, D. B.**, Marshall, L. H., Puglia, D. R. (2016). Cancer survivors who play recreational computer games: Motivations for playing and associations with beneficial psychological outcomes. *Games for Health Journal*, 5(4), 286-292. <https://doi.org/10.1089/g4h.2016.0003> (IF: 1.321)
10. **Francis, D. B.**, Noar, S. M., Widman, L., Willoughby, J. F., Sanchez, D. M., & Garret, K. P. (2016). Perceptions of a campus-wide condom distribution program: An exploratory study. *Health Education Journal*, 75(8), 998-1011. <https://doi.org/10.1177/0017896916648994> (IF: 0.683)
11. **Francis, D. B.**, Comello, M. L., Marshall, L. (2016). How does game playing support values and psychological well-being among cancer survivors? *Games for Health Journal*, 5(2), 128-134. <https://doi.org/10.1089/g4h.2015.0044> (IF: 1.321)
12. Garrett, K. P., Widman, L., **Francis, D. B.**, & Noar, S. M., (2016). Emergency contraception: Sources of information and perceptions of access among young adults. *Women & Health*, 56(6), 668-679. <https://doi.org/10.1080/03630242.2015.1118727> (IF: 1.377)
13. Cates, J. R., **Francis, D. B.**, Ramirez, C., Brown, J. D., Schoenbach, V. J., Fortune, T., Powell, W. H., & Adimora, A.A. (2015). Reducing sexual concurrency: Formative research for an HIV prevention radio campaign targeting African Americans. *Journal of Health Communication*, 20(11), 1262-1274. <https://doi.org/10.1080/10810730.2015.1018643> (IF: 2.013)
14. Noar, S. M., Hall, M. G., **Francis, D. B.**, Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2016). Pictorial cigarette pack warnings: A meta-analysis of experimental studies. *Tobacco Control*, 25, 341-354. <https://doi.org/10.1136/tobaccocontrol-2014-051978> (IF: 6.321)

15. Noar, S. M., Althouse, B. M., Ayers, J. W., **Francis, D. B.**, & Ribisl, K. M. (2015). Cancer information seeking in the digital age: Effects of Angelina Jolie's prophylactic mastectomy announcement. *Medical Decision Making*, 35(1), 16-21. <https://doi.org/10.1177/0272989X14556130> (IF: 2.908)
16. Widman, L., Noar, S. M., Choukas-Bradley, S., & **Francis, D. B.** (2014). Adolescent sexual health communication and condom use: A meta-analysis. *Health Psychology*, 33(10), 1113-1124. <https://doi.org/10.1037/hea0000112> (IF: 3.611)

MANUSCRIPTS IN PROGRESS

1. **Francis, D. B.** & Breaux, E.* "Twitter is really therapeutic at times": Black men's Twitter conversations following celebrity depression disclosure
2. **Francis, D. B.** Mason, N.*, Ross, J. C., & Noar, S. M. Impact of pictorial tobacco pack warnings on adolescents and young adults: A systematic review
3. Comello, M. L. G., **Francis, D. B.**, Hursting, L.M.*, Breaux, E.*, Marshall, L. H. Recreational Video games as a value-supporting activity for cancer survivors.
4. Mason, N.*, Whitenack, S.*, & **Francis, D. B.** Responses to AARP's caregiver assistance campaign: The effects of issue involvement and message appeal on information seeking intentions.
5. Mason, N.*, Whitenack, S.*, & **Francis, D. B.** Perceived barriers and facilitators in primary care of diagnosing mental illness in the geriatric population: A systematic Review.
6. Mason, N.* & **Francis, D. B.** Survivors of Natural Disasters: Utilization of primary care mental health services and information seeking behaviors
7. Whitenack, S.* & **Francis, D. B.** Does familiarity matter? The effects of negative tabloid coverage on attitudes towards people with mental illness.

PRESENTATIONS

Conference Presentations of Peer-Reviewed Abstracts and Papers

1. Harris, F. & **Francis, D. B.** (2018, November). What's in a label? Examining the efficacy of racial and ethnic social identity labels in health messaging. Paper to be presented at the Annual Meeting of the American Public Health Association, San Diego, CA.
2. Whitenack, S.* & **Francis, D. B.** (2018, November) Does familiarity matter? The effects of negative tabloid coverage on attitudes towards people with mental illness. Paper to be presented at the 104th Annual Convention of the National Communication Association, Salt Lake City, UT.

3. **Francis, D. B.,** Wilks, S. (2018, May). *GIFTS: Teaching Communication Research Methods to Undergraduates*. Paper to be presented at the Sixty-Eighth Annual Conference of the International Communication Association, San Diego, CA.
4. Wesley, T. R., **Francis, D.B.,** Hamer, D., Johnson, A., Mason, N. (2018, April). *Design and testing of MyPlate video education materials to communicate healthy food choices to low-income, minority populations*. Poster to be presented at the 15th Biennial Kentucky Conference on Health Communication, Lexington, KY.
5. **Francis, D. B.,** Noar, S. M., & Fortune, D. A., Adimora, A. A. (2018, April). *Evaluation of a novel condom distribution and health communication intervention targeting young African American females*. Poster to be presented at the 15th Biennial Kentucky Conference on Health Communication, Lexington, KY.
6. **Francis, D. B.,** Noar, S. M., & Fortune, D. A., Adimora, A. A. (2017, May). *Be Straight Up and So Will He: Impact of an innovative HIV prevention intervention targeting young Black women*. Paper to be presented at the Sixty-Seventh Annual Conference of the International Communication Association, San Diego, CA.
7. **Francis, D. B.,** Hall, M. G., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2017, March). *Measures used in pictorial cigarette pack warning experiments: A systematic review, 2000-2016*. Poster presented at the 2017 Society for Research in Nicotine and Tobacco Annual Meeting, Florence, Italy.
8. Stevens, E. M., **Francis, D. B.,** Potter, J. (2016, August). *The Effects of Sexually Provocative Programming: A Preliminary Study about the Effects of Sexually Provocative Programming and Sexual Risk and Responsibility*. Paper presented at 99th Annual Association for Education in Journalism and Mass Communication Conference, Minneapolis, MN.
9. Comello, M. L. G., **Francis, D. B.,** Marshall, L. H., Puglia, D. R. (2016, June). *Cancer survivors who play recreational computer games: Motivations for playing and associations with beneficial psychological outcomes*. Paper presented at the Sixty-Sixth Annual Conference of the International Communication Association, Fukuoka, Japan.
10. **Francis, D. B.,** Noar, S. M., Kowitt, S., Jarman, K., Goldstein, A. (2016, April). *Does source or message factors impact believability of new diseases linked to tobacco use? Implications for anti-smoking campaigns*. Poster presented at the Center for Regulatory Research on Tobacco Communication (CRRTC) Annual Retreat, Chapel Hill, NC.
11. Noar, S. M., **Francis, D. B.,** Bridges, C., Sontag, J. M., Hall, M. G., Ribisl, K. M., & Brewer, N. T. (2016, May). *Do cigarette pack warnings have impact? Quantitative syntheses of the evidence*. In N. T. Brewer (Chair), *Pictorial cigarette pack warnings: Theoretical mechanisms and impact*. Symposium conducted at the 2016 NIH Tobacco Regulatory Science Conference, Bethesda, MD.
12. **Francis, D. B.,** Noar, S. M., & Fortune, D. (2016, April). *The relationship between condom access and sexual risk behaviors among black college women: Implications for health*

communication. Poster sessions presented at the 14th Biennial Kentucky Conference on Health Communication, Lexington, KY.

13. Noar, S. M., **Francis, D. B.**, Bridges, C., Sontag, J., Brewer, N. T., & Ribisl, K. M. (2016, April). *The impact of strengthened cigarette pack warnings on attention and message processing: A systematic review*. Poster session presented at the 14th Biennial Kentucky Conference on Health Communication, Lexington, KY.
14. Noar, S. M., **Francis, D. B.**, Bridges, C., Sontag, J. M., Ribisl, K. M., & Brewer, N. T. (2016, March). *Does anyone heed the warnings? Systematic review of the longitudinal impact of cigarette pack warnings*. Paper presented at the Society for Research on Nicotine and Tobacco 22nd Annual Meeting, Chicago, IL.
15. **Francis, D. B.**, Noar, S. M., Fortune, D. A., Esters, A. N., & Williams, L. (2015, July). *Development of messages for "Point-of-Sale" poster campaign to increase condom access and acquisition among African American college women*. Oral poster presented at the 12th International AIDS Impact Conference, Amsterdam, The Netherlands.
16. **Francis, D. B.**, Hall, M. G., Noar, S. M., Ribisl, K. M., & Brewer, N. T. (2015, May). *Systematic review of measures used in graphic cigarette pack warning experiments*. Paper presented at the Sixty-Fifth Annual Conference of the International Communication Association, San Juan, PR.
17. Noar, S. M., Hall, M. G., **Francis, D. B.**, Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2015, April). *Graphic cigarette pack warnings: A meta-analysis of experimental studies*. Paper presented at the Society for Behavioral Medicine 36th Annual Meeting & Scientific Sessions, San Antonio, TX.
18. **Francis, D. B.**, Hall, M. G., Noar, S. M., Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2015, March). *Systematic review of measures used in graphic cigarette pack warning experiments*. Paper presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.
19. Noar, S. M., Hall, M. G., **Francis, D. B.**, Ribisl, K. M., Pepper, J. K., & Brewer, N. T. (2015, March). *Graphic cigarette pack warnings: A meta-analysis of experimental studies*. Poster presented at the Society for Research on Nicotine and Tobacco 21st Annual Meeting, Philadelphia, PA.
20. **Francis, D. B.**, Cates, J. R., & Adimora, A. A. (2014, November). *African American college students' perceptions about concurrent sexual partnerships*. Poster presented at the 142nd Annual Meeting of the American Public Health Association, New Orleans, PA.
21. **Francis, D. B.**, Cates, J. R., & Adimora, A. A. (2014, August). *Using narrative health messages to motivate reduction of sexual concurrency behaviors among young African Americans*. Paper presented at the 2014 CDC Health Communication Conference, Atlanta, GA.

22. **Francis, D. B.**, Cates, J. R., & Adimora, A. A. (2014, August). *Using narrative health messages to motivate reduction of sexual concurrency behaviors among young African Americans*. Paper presented at 97th Annual Association for Education in Journalism and Mass Communication Conference, Montreal, Canada.
23. Widman, L. Noar, S. M., Choukas-Bradley, S., & **Francis, D. B.** (2014, June). *Adolescent sexual health communication and condom use: A meta-analysis*. Paper presented at the 2014 Meeting of the International Academy of Sex Research, Dubrovnik, Croatia.
24. Noar, S. M., Hall, M. G., **Francis, D. B.**, Ribisl, K. M., Pepper, J.K., & Brewer, N.T. (2014, May). *The impact of graphic cigarette pack warnings: A meta-analysis of experimental studies*. Paper presented at the Sixty-Fourth Annual Conference of the International Communication Association, Seattle, WA.
25. **Francis, D. B.**, Noar, S. M., Widman, L., Willoughby, J. F., Sanchez, D. M., Garret, K. P., & Grodensky, C. (2014, April). *The condom dispenser initiative: Promoting condom availability, accessibility and use on a college campus*. Paper presented at the 13th Biennial Kentucky Conference on Health Communication, Lexington, KY.
26. Garrett, K. P., **Francis, D. B.**, Noar, S. M., & Widman, L. (2014, April). *Awareness of emergency contraception on a university campus: Implications for health communication*. Poster presented at the 13th Biennial Kentucky Conference on Health Communication, Lexington, KY.
27. Comello, M. L, **Francis, D. B.**, Marshall, L. McClintock, C., & Rogers, R. (2014, April). *Game-play experiences of cancer survivors and implications for health*. Paper presented at the 13th Biennial Kentucky Conference on Health Communication, Lexington, KY.
28. Widman, L., Noar, S. M., Choukas-Bradley, S., & **Francis, D. B.** (2014, April). *Meta-analysis of adolescent sexual communication and condom use*. Paper presented at the 35th Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine, Philadelphia, PA.
29. **Francis, D. B.**, Willoughby, J. F., Noar, S.M., & Crosby, R. (2014, February). *Is a condom just a condom? Condom preferences among young African-Americans visiting an STI clinic*. Poster session presented at the 35th annual Minority Health Conference, Chapel Hill, NC.
30. Adimora, A.A., Goldman, M.V., Coyne-Beasley, T., Ellis, D., Stevenson, J. L., Williams, J. M., Ramirez, C. B., & **Francis, D. B.** (2012, October). *Not preaching to the choir: Using sermons as an HIV prevention tool in the Black church*. Paper presented at the 140th Annual Meeting of the American Public Health Association, San Francisco, CA.

PRESENTATIONS (NON-PEER-REVIEWED)

1. **Francis, D. B.** (2018, March). Teaching through service learning. Presentation at Pedagogy Class. Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA.

2. **Francis, D. B.** (2017, March). *Development and evaluation of an innovative condom distribution and safer sex messaging intervention targeting Black college women.* Presentation at Manship School of Mass Communication (MC 7000), Louisiana State University, Baton Rouge, LA.
3. **Francis, D. B.** (2016, April). *Safer sex messaging and condom distribution.* Presentation at Spring Colloquium, University of North Carolina, Chapel Hill, NC.
4. **Francis, D. B.** (2015, February). *Condom distribution and safer sex messaging targeting Black college women.* Presentation at Institute for African American Research Graduate Student Brown Bag Series, University of North Carolina, Chapel Hill, NC.
5. **Francis, D. B.** (2014, November). *Health communication as a tool for eliminating health disparities.* Presentation at Interdisciplinary Health Communication Colloquium (JOMC 826), University of North Carolina, Chapel Hill, NC.

GRANTS

FUNDED

Louisiana State University School of Social Work BHWET Program: Targeted Enhancement in Integrated Behavioral Health Care across the Lifespan, collaborator. U.S. Department of Health & Human Services, Health Resources & Services Administration, 2017-2021, \$2 million. Scott Wilks, Associate Professor, LSU School of Social Work, PI.

Fostering Community Resilience: The Role of Source Credibility of Media, Academic and Government Organization among College Students in Baton Rouge, Louisiana, Principal Investigator. Manship School of Mass Communication, Louisiana State University, 2016-2017, \$2,500. Shaniece Bickham, Instructor, LSU Manship School of Mass Communication, co-PI.

Evaluation of an Innovative Condon Distribution Program Targeting Young African American Women, Principal Investigator. University of North Carolina at Chapel Hill Center for AIDS Research, 2014-2016, \$30,000. Seth M. Noar, Professor, UNC School of Media and Journalism, co-PI.

Perceptions of Condom Availability and Condom Dispensers on UNC's Campus, co-Investigator. University of North Carolina at Chapel Hill Center for AIDS Research, 2013-2014, \$2,000. Seth M. Noar, Professor, UNC School of Media and Journalism, PI.

SUBMITTED

Social support networks and mental health and well-being post-hurricanes Irma and Maria in the US Virgin Islands, Principal Investigator. National Institute of Minority Health and Health Disparities, 2018-2020. Dara Hamilton, University of the Virgin Islands, principal PI.

TEACHING ACTIVITIES

Health Communications Campaigns, UKY (COM 572, Fall 2018)

Patient Provider Communication, UKY (COM 311, Fall 2018)

Strategic Communications Campaigns, LSU (MC7043, Spring 2018)

Foundations of Strategic Communications, LSU (MC7042, Fall 2017)

Public Relations & Social Media Strategy, LSU (MC4002, Fall 2016, Spring 2017, Fall 2017)

Public Relations Writing, LSU (MC 3001, Fall 2016, Spring 2018)

Public Relations Research (MC 4020, Spring 2017)

Public Relations Campaigns, UNC (JOMC 434, Spring 2014)

ADVISING*Undergraduate Senior Honors Thesis Advisor*

Meagan Morvant (Manship School of Mass Communication, LSU), graduated 2018

Undergraduate Senior Honors Thesis Committee Member

Kaelen Delaune (Manship School of Mass Communication, LSU), graduated 2017

Distinguished Communicator Faculty Advisor (Undergraduate)

Cameron Salter (Manship School of Mass Communication, LSU), graduated 2018

Chair for Master's Committee

Maleiya Porter-Jones (Manship School of Mass Communication, LSU), graduated 2017

Master's Committee Member

Mary Lagroue (Manship School of Mass Communication, LSU), graduated 2018

PhD Dissertation Advisor

Nia Mason (Manship School of Mass Communication, LSU)

PhD Dissertation Committee Member

Stephanie Whitenack (Manship School of Mass Communication, LSU)

SERVICE—NATIONAL AND INTERNATIONAL*Professional Activities and Organizations*

Chaired paper session, “Advances in developing health games and mobile applications” at the 15th Biennial meeting of the Kentucky Conference in Health Communication, Lexington, KY, April 2018.

Professional Freedom & Responsibility Chair, Minorities and Communication Division, Association for Education in Journalism and Mass Communication, 2015-2016

Ad Hoc Reviewer for Professional Journals

AIDS Education and Prevention; Communication Quarterly; Health Education Journal; Journal of Communication; Journal of Personal and Social Relationships; Nicotine and Tobacco Research; PLOS One; Preventive Medicine; Southern Communication Journal Sex Education.

Ad Hoc Reviewer for Conferences

Association for Education in Journalism and Mass Communication, American Public Health Association, International Communication Association.

SERVICE—LSU*Manship School of Mass Communication*

Faculty Advisor, Association for Black Communicators, Manship School of Mass Communication, Louisiana State University, 2016-2018.

Member, Scholarship Committee, Manship School of Mass Communication, Louisiana State University, 2017-2018.

Breaux Symposium Planning Committee, Manship School of Mass Communication, Louisiana State University, 2017.

Member, Search Committee for Public Relations Instructor, Manship School of Mass Communication, Louisiana State University, 2018.

PROFESSIONAL MEMBERSHIPS

National Communication Association – 2017

International Communication Association – 2013

Association for Education in Journalism and Mass Communication – 2013

Society for Behavioral Medicine – 2013

American Public Health Association – 2014