

## Laura N. Rickard

[laura.rickard@maine.edu](mailto:laura.rickard@maine.edu)

207-581-1843  
428 Dunn Hall  
Orono, ME 04469

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**CURRENT POSITION** Assistant Professor with a joint appointment in the Department of Communication & Journalism at the University of Maine and the Sustainable Ecological Aquaculture (SEANET) National Science Foundation (NSF) Track I EPSCoR project (2015 – present)

**PAST POSITION** Assistant Professor in the Department of Environmental Studies at SUNY College of Environmental Science and Forestry (SUNY-ESF) (2012 – 2015)

**RESEARCH INTERESTS** Communication in the context of risk, health, science, and environmental issues  
Attribution of responsibility  
Perception of risk  
Climate change communication  
Human dimensions of natural resource-related issues

**EDUCATION** Ph.D. in Communication, Cornell University  
Minor in Development Sociology  
Dissertation: *Mountains and Handrails: Linking Theories of Attribution, Risk Perception, and Communication to Investigate Risk Management and Safety in an Applied Context* (2012)  
Advisor: Katherine McComas

M.S. in Communication, Cornell University  
Thesis: *Why the Grass is Always Greener: Understanding Commercial Pesticide Applicators as Accidental Risk Communicators* (2008)  
Advisor: Katherine McComas

B.A. in Environmental Studies, *magna cum laude*, Brown University  
Honors Thesis: *More than Hot Air: The Role of Informal Science Education in Communicating Global Climate Change* (2004)  
Advisor: Christina Zarcadoolas

## PUBLICATIONS

### PEER- REVIEWED JOURNAL ARTICLES (Student co-authors are underlined)

Roh, S., **Rickard, L. N.**, McComas, K. A., & Decker, D. (forthcoming). One Health messages: The role of temporal distance. *Public Understanding of Science*.

**Rickard, L. N.**, Yang, Z. J., & Schuldt, J. P. (2016). Here and there, then and now: How climate 'departure dates' influence climate change engagement. *Global Environmental Change*, 38, 97-107.

Velardi, S., Folta, E., **Rickard, L.**, & Kuehn, D. (2015). The components of effective professional development for science educators: A case study with environmental education program Project Learning Tree. *Journal of Applied Environmental Education and Communication*, 14(4), 223-231.

Roh, S., McComas, K. A., **Rickard, L. N.**, & Decker, D. (2015). How motivated reasoning and temporal frames may polarize opinions about wildlife disease risk. *Science Communication*, 37(3), 340-370.

- Rickard, L. N.**, & Stedman, R. C. (2015). From ranger talks to radio stations: The role of communication in sense of place. *Journal of Leisure Research*, 47(1), 20-38.
- Yang, Z. Y., Seo, M., **Rickard, L. N.**, & Harrison, T. M. (2014). Information sufficiency and attribution of responsibility: Predicting support for climate change policy and pro-environmental behavior. *Journal of Risk Research*, 18(6), 727-746.
- Rickard, L. N.** (2014). Mountains and handrails: Risk, meaning, and responsibility in three national parks. *Environmental Communication*, 8(3), 286-304.
- Rickard, L. N.**, Yang, Z. J., Seo, M., & Harrison, T. M. (2014). The "I" in climate: The role of individual responsibility in systematic processing of climate change information. *Global Environmental Change*, 26, 39-52.
- Yang, Z. Y., **Rickard, L. N.**, Harrison, T. M., & Seo, M. (2014). Applying the Risk Information Seeking and Processing (RISP) model to examine support for climate change mitigation policy. *Science Communication*, 36(3), 296-324.
- Rickard, L. N.** (2014). Perception of risk and the attribution of responsibility for accidents. *Risk Analysis*, 34(3), 514-528.
- Rickard, L. N.**, & Newman, S. B. (2014). Accidents and accountability: Perceptions of unintentional injury in three national parks. *Leisure Sciences*, 36(1), 88-106.
- Rickard, L. N.**, McComas, K. A., Clarke, C. E., Stedman, R. C., & Decker, D. J. (2013). Exploring risk attenuation and crisis communication after a plague death in Grand Canyon. *Journal of Risk Research*, 16(2), 145-167.
- Rickard, L. N.**, Scherer, C. W., & Newman, S. B. (2011). Exploring attribution of responsibility for visitor safety in a U.S. national park. *Health, Risk & Society*, 13(6), 527-545.
- Rickard, L. N.** (2011). In backyards, on front lawns: Examining informal risk communication and communicators. *Public Understanding of Science*, 20(5), 642-657.
- Rickard, L.**, McComas, K., & Newman, S. (2011). Visitor proficiency profiling at a national park. *Environmental Communication*, 5(1), 62-82.
- Yuan, Y. C., **Rickard, L. N.**, Xia, L., & Scherer, C. (2011). The interplay between interpersonal and electronic resources in expertise seeking among co-located and distributed employees. *Journal of the American Society for Information Science and Technology*, 62(3), 535-549.
- Rickard, L. N.**, & Wilson, C. (2006). "Lettuce" learn math: Teaching mathematics with seeds and centimeters. *Mathematics Teaching in the Middle School*, 11(8), 368-377.

#### **BOOK CHAPTERS**

Eosco, G., **Rickard, L.**, & Scherer, C. (forthcoming). Communicating a surge of information: How do individuals understand, react, and respond to storm surge media messages? In C. J. Liberman, D. Rodriguez, & T. A. Avtgis. *Casing risk and crisis communication*. Dubuque, IA: Kendall Hunt.

#### **TECHNICAL REPORTS & PROCEEDINGS**

**Rickard, L. N.** (2015). Mountains and handrails: Risk, meaning, and responsibility in three national parks. *Environmental Communication as a Nexus: Proceedings of the 12<sup>th</sup> biennial Conference on Communication and the Environment*.

**Rickard, L. N.** (2011). *Analysis of visitor injuries at Mount Rainier National Park, 2001-2010*. Unpublished technical report submitted to Mount Rainier National Park, WA, and the National Park Service Office of Risk Management, Washington, D.C.

**Rickard, L. N.**, McComas, K. A., Decker, D., Stedman, R., Clarke, C. E., & Wong, D., Higgins, C., & Wild, M. (2010). *Plague at Grand Canyon National Park: A case study of risk perception and communication*. Unpublished technical report submitted to Grand Canyon National Park, Arizona, and the National Park Service Office of Public Health, Washington, D.C.\*

\*This report was used to create a Centers for Disease Control and Prevention (CDC)-style case study to train public health students.

**Rickard, L. N.** (2009). *Visitor "proficiency profiling" at Mount Rainier National Park: Final report for the National Park Service/Student Conservation Association Public Risk Management Internship program*. Unpublished technical report submitted to Mount Rainier National Park, WA, and the National Park Service Office of Risk Management, Washington, D.C.

## POPULAR PRESS

**Rickard, L. N.** (2013). Surveys and stratovolcanoes: In support of social science in national parks. *Ranger Magazine: The Journal of the Association of National Park Rangers*, 29(1), 11-12.

## UNDER REVIEW

**Rickard, L. N.**, Schuldt, J. P., Eosco, G. M., Scherer, C. W., & Daziano, R. A. The proof is in the picture: The interplay of imagery and experience in perceptions of hurricane messaging. Under review at *Weather, Climate, and Society*.

**Rickard, L. N.**, Yang, Z. J., Schuldt, J. P., Eosco, G. M., Scherer, C. W., & Daziano, R. A. Sizing up a superstorm: Exploring the role of past experience and attribution of responsibility in judgments of future hurricane risks. Under review at *Risk Analysis*.

**Rickard, L. N.**, & Feldpausch-Parker, A. M. Of sea lice and superfood: A comparison of regional and national news media coverage of aquaculture. Under review at *Frontiers in Communication*

## EXTERNAL GRANTS

**National Science Foundation, CBET, Environmental Sustainability Program** – Project Title: *EAGER: Sensing storm surge: A citizen science approach to measuring storm surge-estuarine interaction in three Maine communities* (CBET – 1644691) (Co-PI; \$99,994; September 1, 2016 – August 31, 2017).

**National Science Foundation EPSCoR Program** – Project Title: *The Nexus of Coastal Social-Environmental Systems and Sustainable Ecological Aquaculture (SEANET)* (NSF #1355457 to Maine EPSCoR) (Affiliated faculty member; \$20,000,000; 2015-2019 – I receive approximately \$93,524 per year in salary and research funds)

**SUNY Research Foundation, SUNY 4E Network of Excellence** – Project Title: *Understanding and Overcoming Barriers to Communication in Complex Socio-Ecological Systems: An Integrative Approach to Interdisciplinary Research, Policy Translation, and Educational Application* (Consultant to research team; \$150,000; January 2014 – December 2014 – I received summer salary)

**NOAA; Connecticut, New York, and New Jersey Sea Grant, Coastal Storm Awareness Program (CSAP)** – Project Title: *Measuring Public Responses to a Surge of Information: How Individuals Understand, React, and Respond to Storm Surge Media Messages* (NOAA awards NA13OAR4830227, NA13OAR4830228, 569 NA13OAR4830229) (Co-PI; \$149,027; February 2014 – April 2015)

**SUNY Research Foundation, SUNY-ESF Seed Grant Program** – Project Title: *One Health For All Visitors? Exploring the Effects of One Health Messaging in a New York Park* (PI; \$8,000; June 2013 – January 2015)

**National Science Foundation, SBE, Decision, Risk, and Management Science Program** – Project Title: *Doctoral Dissertation Research in Decision, Risk, and Management Sciences (DRMS): Linking Theories of Attribution, Risk Perception, and Communication to Investigate Risk Management and Safety in An Applied Context* (SES-1060433) (Co-PI; \$12,000; March 2011 – February 2013)

**National Park Service, Biological Resource Management Division** – Project Title: *Human Dimensions of Wildlife Disease: Understanding Perceptions of Risk and Identifying Implications for Developing Effective Communication Messages* (Graduate Student Research Assistant; Stipend and tuition funded; Spring 2010, Summer 2011, and Fall 2011)

**USDA/CSREES-CUAES Hatch Program** – Project Title: *The Role of Social Capital and Communication Technologies in Knowledge Transfer within Cornell Cooperative Extension Programs* (NYC-131405) (Graduate Student Research Assistant; Hourly and summer stipend funded; Spring 2007 and Summer 2008)

**EXTERNAL GRANTS UNDER REVIEW**

**National Science Foundation, SBE, Decision Risk, and Management Science** – Project Title: *Collaborative Research: Bridging the Gap: Illuminating the Influence of Psychological Distance on Climate Change Engagement with Visual Communication and Situated Cognition Theory* (PI; \$460,370; February 1, 2017 – January 31, 2020)

**INTERNAL GRANTS**

SUNY-ESF United University Professors (UUP) Individual Development Award (Fall 2014), \$567.

**REFEREED NATIONAL AND INTERNATIONAL PRESENTATIONS**

**Note:**

- <sup>1</sup>Conference acceptance based on peer-reviewed paper
- <sup>2</sup>Conference acceptance based on peer-reviewed abstract
- <sup>3</sup>Paper presented by co-author
- <sup>4</sup>Received top paper award
- <sup>5</sup>Received top poster award
- <sup>6</sup>Student co-author

**Rickard, L. N.** (2016, December). *Of sea lice and superfood: A comparison of regional and national news media coverage of aquaculture*. Poster to be presented at the Society for Risk Analysis Annual Meeting, San Diego, CA.<sup>2</sup>

Schuldt, J. P., **Rickard, L. N.**, & Yang, Z. Y. (2016, December). *Bridging the gap: Exploring the role of situated distance cues in climate change visualization messages*. Poster to be presented at the Society for Risk Analysis Annual Meeting, San Diego, CA.<sup>2</sup>

**Rickard, L. N.**, Schuldt, J. P., & Yang, Z. Y. (2016, June). *Here and there, then and now: How “departure dates” influence climate change engagement*. Paper presented at the International Communication Association Annual Meeting, Fukuoka, Japan.<sup>1</sup>

Eosco, G. M., **Rickard, L. N.**, Schuldt, J. P., & Scherer, C. W. (2016, January). *The proof is in the picture: Exploring the influence of visual type on hurricane risk perception*. Paper

presented at American Meteorological Society Annual Meeting, New Orleans, LA.<sup>3</sup>

Eosco, G. E., **Rickard, L. N.**, Scherer, C. W., & Haase, D. (2015, December). *Protecting lives or promoting risk? Hurricane Sandy survivors' perceptions of severe weather communication*. Poster presented at the Society for Risk Analysis Annual Meeting, Arlington, VA.<sup>2,6</sup>

**Rickard, L. N.**, Eosco, G. E., & Scherer, C. W. (2015, December). *The proof is in the picture: Exploring the influence of visual type on hurricane risk perception*. Poster presented at the Society for Risk Analysis Annual Meeting, Arlington, VA.<sup>2</sup>

**Rickard, L. N.**, Yang, Z. J., & Schuldt, J. (2015, December). *Here and now, there and then: Examining the interplay of "departure dates" and spatial distance in climate-risk perception*. Paper presented at the Society for Risk Analysis Annual Meeting, Arlington, VA.<sup>2</sup>

**Rickard, L. N.**, & Yang, Z. Y. (2015, May). *Going the distance: Using construal level theory to explain climate change engagement*. Paper presented at the International Communication Association Annual Meeting, San Juan, Puerto Rico.<sup>1</sup>

Daziano, R., Motoaki, Y., Schuldt, J., **Rickard, L.**, Scherer, C., & Eosco, G. (2015, May). *Response to hurricane track forecast cones: An examination of map attributes that trigger risk perceptions and evacuation intentions*. Paper presented at the International Choice Modeling Conference, Austin, TX.<sup>2,3</sup>

**Rickard, L. N.**, Eosco, G. M., & Scherer, C. W. (2014, December). *Do I stay or do I go? Exploring predictors of behavioral decision-making during Hurricane Sandy*. Paper presented at the Society for Risk Analysis Annual Meeting, Denver, CO.<sup>2,3</sup>

Schuldt, J., Eosco, G., **Rickard, L.**, Daziano, R., & Scherer, C. (2014, December). A tale of two storms: Judging the risk of "Hurricane" vs. "Superstorm" Sandy. Poster presented at the Society for Risk Analysis Annual Meeting, Denver, CO: December 2014.<sup>2,3</sup>

Yang, Z. J., & **Rickard, L. N.** (2014, December). *From here to there, her to me: Using psychological distance to explore perceptions of climate change*. Paper presented at the Society for Risk Analysis Annual Meeting, Denver, CO.<sup>2,3</sup>

Bartock, L., & **Rickard, L.** (2014, December). *Exploring how to walk the talk: Examining the practical application of models of science communication in Long-Term Ecological Research Sites*. Poster presented at the American Geophysical Union Annual Meeting, San Francisco, CA.<sup>2,6</sup>

Batill, K. M., Feldpausch-Parker, A. M., Takahashi, B., Peterson, T. R., & **Rickard, L.** (2014, November). *Fracking news: A multi-state media analysis of the risks and benefits to hydraulic fracturing in the U.S.* Paper presented at panel session at the National Communication Association Annual Conference, Chicago, IL.<sup>2,3,6</sup>

Roh, S., McComas, K., **Rickard, L.**, & Decker, D. (2014, August). *Temporal framing and motivated reasoning: Can temporal cues moderate backlash toward environmental messages incongruent with worldview?* Paper presented at the Association for Education in Mass Communication and Journalism Annual Conference, Montreal, Canada.<sup>1,3</sup>

**Rickard, L. N.**, Yang, Z. J., & Seo, M. (2014, May). *Effects of climate change messaging on support for policy and individual behavior change over time*. Paper presented at the International Communication Association annual meeting, Seattle, WA.<sup>1</sup>

Roh, S., McComas, K. A., & **Rickard, L. N.** (2014, May). *Who's to blame? How motivated reasoning and temporal cues polarize acceptance of One Health risk messages*. Paper

presented at the International Communication Association annual meeting, Seattle, WA.<sup>1,3</sup>

Yang, Z. J., Seo, M., **Rickard, L. N.** & Harrison, T. (2014, May). *Extending the Risk Information Seeking and Processing Model: Elaboration, policy support, and behavioral intention related to climate change mitigation*. Paper presented at the International Communication Association annual meeting, Seattle, WA.<sup>1,3,4</sup>

Roh, S., McComas, K., Decker, D., & **Rickard, L.** (2013, December). *Perils and promises of One Health risk messages about Lyme disease*. Paper presented at the Society for Risk Analysis Annual Meeting, Baltimore, MD.<sup>2,3</sup>

Yang, Z. J., **Rickard, L. N.**, Seo, M., & Harrison, T. M. (2013, December). *The “I” in climate: The role of individual responsibility in systematic processing of climate change information*. Paper presented at the Society for Risk Analysis Annual Meeting, Baltimore, MD.<sup>2</sup>

Yang, Z. J., **Rickard, L. N.**, Seo, M., & Harrison, T. M. (2013, December). *Extending RISP: From message elaboration to support for climate change mitigation policy*. Paper presented at the Society for Risk Analysis Annual Meeting, Baltimore, MD.<sup>2,3</sup>

Roh, S., McComas, K., Decker, D., & **Rickard, L.** (2013, August). *One Health, two minds: The role of temporal frames on effects of One Health messages on partisan divides*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Washington, D.C.<sup>1,3</sup>

**Rickard, L.** (2013, June). *Mountains and handrails: Risk, meaning, and responsibility in three national parks*. Paper presented at the biennial Conference on Communication and the Environment, Uppsala, Sweden.<sup>1</sup>

Roh, S., McComas, K. A., Decker, D., & **Rickard, L. N.** (2013, May). *Ideology-bounded conservationism: Contingent effects of the One Health frame and its counter-frame on conservation behavior*. Poster presented at the American Association for Public Opinion Research Annual Conference, Boston, MA.<sup>2,3</sup>

McComas, K. A., Roh, S., **Rickard, L. N.**, Decker, D., & Castle, K. (2013, March). *Communicating One Health messages: The effects of framing on conservation intentions*. Poster presented at the biennial George Wright Society Conference, Denver, CO.<sup>2,3</sup>

**Rickard, L. N.**, & Newman, S. B. (2013, March). *Accidents and accountability: Perceptions of unintentional injury in national parks*. Poster presented at the biennial George Wright Society Conference, Denver, CO.<sup>2</sup>

**Rickard, L. N.** & Stedman, R. C. (2012, August). *From rangers to radio: The role of communication in the development of sense of place*. Paper presented at the Association for Education in Journalism and Mass Communication Annual Conference, Chicago, IL.<sup>1</sup>

**Rickard, L. N.** (2012, December). *“Controllable” risk and attributing responsibility for causing and preventing an accident: A study of three U.S. national parks*. Poster presented at the Society for Risk Analysis Annual Meeting, San Francisco, CA.<sup>2</sup>

**Rickard, L. N.** (2011, December). *Linking theories of attribution, risk perception, and communication to investigate risk management and safety in an applied context*. Paper presented at the Society for Risk Analysis Annual Meeting, Charleston, SC.<sup>2</sup>

McComas, K., Decker, D., **Rickard, L.**, Wild, M., Higgins, C., Wong, D., & Castle, K. (2011, December). *Communicating about One Health: Examining the risks of a “shared risk” paradigm*. Poster presented at the Society for Risk Analysis Annual Meeting, Charleston,

SC.<sup>2,5</sup>

**Rickard, L. N.**, McComas, K., & Clarke, C. (2011, May). *Exploring risk attenuation and crisis communication after a plague death in Grand Canyon*. Paper presented at the International Communication Association Annual Conference, Boston, MA.<sup>1</sup>

**Rickard, L. N.**, & Scherer, C. W. (2011, March). *Exploring attribution of responsibility for visitor safety in a U.S. national park*. Paper presented at the biennial George Wright Society Conference, New Orleans, LA.<sup>2</sup>

Stedman, R., McComas, K., **Rickard, L.**, Evensen, D., Clarke, C., Higgins, C., Wild, M., & Wong, D. (2011, March). *Evaluating One Health communication of the NPS: A case examination of plague response at Grand Canyon National Park*. Paper presented at the biennial George Wright Society Conference, New Orleans, LA.<sup>2,3</sup>

**Rickard, L. N.**, Scherer, C. W., & Newman, S. B. (2010, December). *Attributing responsibility for visitor safety in a national park: An exploratory study*. Paper presented at the Society for Risk Analysis Annual Meeting, Salt Lake City, UT.<sup>1,4</sup>

McCammon, I., **Rickard, L. N.**, & Clarke, C. (2010, December). *Risk communication in the wild: How do we know when we've succeeded?* Organizer of panel discussion at the Society for Risk Analysis Annual Meeting, Salt Lake City, UT.<sup>2</sup>

**Rickard, L. N.**, Scherer, C. W., & Levitan, L. (2009, June). *Damning the dump, banning the burn: Understanding the farmer's dilemma in agricultural plastics disposal in New York State*. Paper presented at the biennial Conference on Communication and the Environment, Portland, ME.<sup>1,3</sup>

**Rickard, L. N.** (2009, May). *Pesticide applicators on the job: Creating greener pastures in scientific citizenship*. Poster presented at the International Communication Association Annual Conference, Chicago, IL.<sup>1</sup>

**Rickard, L. N.**, & Brown, H. C. (2009, December). *Tall ladders, hot flames: Exploring the culture of occupational safety trainings of volunteer firefighters*. Poster presented at the Society for Risk Analysis Annual Meeting poster session, Baltimore, MD.<sup>2</sup>

Scherer, C., Yuan, Y. C., Levitan, L., **Rickard, L.**, & Lu, L. (2009, December). *Risk information sufficiency in an emerging information environment*. Poster presented at the Society for Risk Analysis Annual Meeting poster session, Baltimore, MD.<sup>2,3</sup>

**Rickard, L. N.**, McComas, K. A., & Newman, S. (2009, December). *Exploring risk messages and messengers in the National Park System*. Poster presented at the Society for Risk Analysis Annual Meeting poster platform session, Baltimore, MD.<sup>2</sup>

Yuan, Y., Xia, L., **Rickard, L.**, & Scherer, C. (2008, May). *The interplay between interpersonal and electronic resources in expertise seeking among co-located and distributed employees*. Paper presented at the International Communication Association Annual Conference, Montreal, Canada.<sup>1,3</sup>

**Rickard, L. N.** (2008, February). *Why the grass is always greener: Invisibility, expertise, and the role of the pesticide applicator in communicating risk*. Paper presented at the Regional Science & Technology Studies Graduate Student Conference, Ithaca, NY.<sup>2</sup>

**Rickard, L. N.** (2008, December). *Service with a smile: Accidental Risk Communicators (ARCs) and the role of emotional labor*. Paper presented at the Society for Risk Analysis Annual Meeting, Boston, MA.<sup>2</sup>

**Rickard, L. N., & Dantzker, H. C.** (2008, December). *Exploring occupational risk communication and workplace culture among Green Industry pesticide applicators in New York State*. Poster presented at the Society for Risk Analysis Annual Meeting poster session, Boston, MA: December 2008.<sup>2,5</sup>

**Rickard, L. N.** (2007, December). *Unofficial carriers: Accidental Risk Communicators and the public*. Poster presented at the Society for Risk Analysis Annual Meeting poster session, San Antonio, TX.<sup>2</sup>

## INVITED LECTURES & SEMINARS

**Rickard, L. N.** (2016, August). *Analyzing crisis communication following a plague death in Grand Canyon National Park*. 2016 Wildlife Disease Association Annual Conference, Virgil, NY.

**Rickard, L. N.** (2016, May). *Science and health in the national parks: Communicating One Health and visitor safety*. Presentation given during Civic Science Lab: Engaging the Public and Policymakers, a course presented by Matt Nisbet at the University of Maine, Orono, Maine.

**Rickard, L. N.** (2016, April). *Here and now, there and then: The psychological distance of climate change engagement*. University of Maine, Climate Change and Agriculture Mini-Research Symposium, Orono, ME.

**Rickard, L. N.** (2016, March). *Beyond “if they just knew more”: Social science approaches to climate change engagement*. University of Maine, Climate Change Institute Colloquium Series, Orono, ME.

University of Maine, Human Dimensions of Climate Change Film Series– invited discussant for March 22, 2016 public screening of “Merchants of Doubt.”

**Rickard, L. N.** (2016, February). *Proof in pictures: Applying communication theory to science visuals*. American Association for the Advancement of Science (AAAS) Annual Meeting, Washington, D.C. Invited roundtable panelist for session on using visuals to communicate about science.

**Rickard, L. N.** (2016, February). *Here and now, there and then: The psychological distance of climate change engagement*. University of Maine, Department of Communication and Journalism Colloquium Series, Orono, ME.

SUNY-ESF Presidential Inauguration Symposium: Foundation for a New American Environmentalism – roundtable panelist on September 11, 2014 to discuss social science approaches to understanding environmentalism and environmental solutions.

**Rickard, L. N.** (2014, March). *Beyond “if they just knew more”: Using social science to explore pathways and constraints to climate change engagement*. The Loomis Chaffee School, Windsor, CT.

**Rickard, L. N.** (2012, July). *Investigating visitor risk management using attribution and risk perception theory: The case of three national parks*. NPS Division of Risk Management, Washington, D.C.

## PRESS COVERAGE

(2016, July 13). Conservatives most malleable on climate change beliefs, new study finds. Radio interview with reporter Nora Flaherty on *Maine Things Considered*, *Maine Public Broadcasting Network*. Retrieved from <http://mpbn.net/post/conservatives-most-malleable-climate-change-beliefs-new-study-finds#stream/0>



(2016, June 9). Changing the message could help communicate dangers of climate change. *Phys.org*. Retrieved from <http://phys.org/news/2016-06-message-dangers-climate.html>

(2014, May 6). Extreme weather events – improving community response to storm hazard information. *SUNY Research Foundation*. Retrieved from [https://portal.rfsuny.org/portal/page/portal/The%20Research%20Foundation%20of%20SUNY/home/rf\\_news\\_articles/05-06-14\\_extreme\\_weather](https://portal.rfsuny.org/portal/page/portal/The%20Research%20Foundation%20of%20SUNY/home/rf_news_articles/05-06-14_extreme_weather)

(2014, February 25). ESF social scientists improving storm-warning communications. *The Syracuse Post-Standard*, pp. D-8.

(2014, February 3). Two studies look to improve hurricane warnings. *The Cornell University Chronicle*. Retrieved from <http://www.news.cornell.edu/stories/2014/02/two-studies-look-improve-hurricane-warnings>

## TEACHING EXPERIENCE

### University of Maine (2015 - present)

*Risk Communication*. An undergraduate level course that emphasizes understanding, applying, and comparing/contrasting social scientific theories and concepts of risk communication through case studies of recent environmental, health, and science-related risk issues and hands-on activities.

*Seminar in Risk Communication*. A graduate level course that examines social scientific theories and concepts relevant to risk communication, including risk perception, strategic communication, media effects, public engagement, and judgment and decision-making. Includes relating course content to case studies of recent environmental, health, and science-related risk issues.

### SUNY College of Environmental Science and Forestry (SUNY-ESF)

*Foundations of Environmental Communication*. An undergraduate course that explores how values, attitudes, social structure, and communication affect public opinion and understanding of the environment. Surveys a variety of topics that fall under the purview of environmental communication, from how nature is represented in Hollywood movies, to mass media's impact on public perceptions of the environment. Questions related to strategic communication, as well as public involvement in environmental decision-making are also addressed.

*Public Communication of Science and Technology*. An undergraduate course that explores the structure, meanings, and implications of science communication through current research in the field, and by examining the contexts in which communication about science occurs. Examines the motivations of and constraints on people involved in producing information about science for nonprofessional audiences.

*Mass Media and Environmental Affairs*. A graduate level course examining the relationship between media and environmental affairs, both broadly construed. Course topics include popular culture representations of the environment, including through television programming, movies, and advertising, how news media outlets report on environmental issues, as well as considerations about audiences and media effects.

*Environmental Risk Perception: Implications for Communication and Policy*. A graduate level course that examines social scientific theories and concepts relevant to risk communication and policymaking in an environmental context, including risk perception, strategic communication, media effects, public engagement, and judgment and decision-making. Includes relating course content to case studies of recent environmental risk issues.

Supervision of graduate and undergraduate students in directed reading and research for course credit.

### **Cornell University**

*Cases in Communication.*<sup>1</sup> Introductory course to provide students with a basic understanding of communication and communication processes, including an introduction to seminal theories and approaches to communication research.

*Oral Communication.*<sup>2</sup> Introductory course covering how to design and deliver oral presentations and speeches. Students give a variety of styles of speeches (e.g., informative, persuasive, impromptu) in a small class setting and receive feedback on their delivery, as well as the research and organization of the subject material.

*Visual Communication.*<sup>1</sup> Introductory course highlights the principles of visual communication, drawing upon a variety of disciplinary approaches, including film studies, social psychology, and advertising research.

*Research Methods in Communication.*<sup>1</sup> Introductory course provides students with an introduction to social scientific research methods and design. Primarily covers quantitative methodologies (e.g., survey, experiment, content analysis) with some introduction to qualitative research (e.g., interviews, observational study).

*Risk Communication.*<sup>1</sup> Upper-level seminar in research and applied elements of risk communication. Students learn about seminal theoretical concepts in risk communication (e.g., risk optimism; risk compensation theory) and apply risk communication in real-world settings (e.g., through simulated town meetings).

<sup>1</sup>As Graduate Teaching Assistant

<sup>2</sup>As Graduate Instructor of Record

### **INVITED GUEST LECTURES - TEACHING**

#### **University of Maine**

*Introduction to Graduate Study in Communication* – Topic: introduction to my research

*Information Literacy* – Topic: introduction to my research and the role of information seeking

#### **SUNY – ESF**

*Interpretive Design* – Topic: designing “One Health” interpretive messages in parks

*Introduction to Environmental Studies* – Topic: introduction to my research

*Rhetorical Practices in Environmental Communication* – Topic: use of experimental methods in communication research

*Qualitative Methods* – Topic: use of qualitative data analysis software Atlas.ti

*Research in Environmental Education & Interpretation* – Topic: researching “One Health” environmental risk messages

*People in the Environment* – Topic: perception of risk and attribution of responsibility for unintentional injury in national parks

*Design and Research* – Topic: designing “One Health” interpretive messages in parks

**Cornell University**

*Risk Communication* – Topic: studying visitors' perceptions of risk in national parks

*Research Methods in Communication* – Topic: qualitative methods in communication research

*Persuasion and Social Influence* – Topic: using participant observation methods to study visitor behavior in national parks

*Communication, Environment, Science, and Health* – Topic: how commercial pesticide applicators communicate with publics about risk

**OTHER TEACHING EXPERIENCE**

Coursework and applied training in the pedagogy of teaching writing through the Rose Writing Fellows Program, Brown University (2001-2004); selected to the program through competitive application process, and served as writing mentor to fellow undergraduate students in courses across the university.

**NEW COURSES DEVELOPED**

*UMaine*: Risk Communication; Seminar in Risk Communication. *SUNY-ESF*: Foundations of Environmental Communication; Public Communication of Science and Technology; Mass Media and Environmental Affairs; Environmental Risk Perception: Implications for Communication and Policy.

Experiential, place-based math and English as a Second Language (ESL) coursework developed for grades 4-9 (North Country School, Lake Placid, NY), resulting in peer-reviewed publication in an education journal (Rickard & Wilson, 2006).

**GRADUATE STUDENT ADVISING AND COMMITTEE MEMBERSHIP**

**Current Ph.D. Advisee**

Kevin Duffy, Communication and Journalism, University of Maine, Expected 2020.

**Current M.A. Advisee**

Abby Roche, Communication and Journalism, University of Maine, Expected 2017.

**Current Doctoral Committee Memberships**

Miller, Molly, Governance of Sustainable Ecological Aquaculture, Ecology and Environmental Sciences, University of Maine, Expected 2019.

Elias, Susan, Impact of Climate Change, Hosts, Habitat, and Human Behavior on Lyme Disease Incidence in Maine, Climate Change Institute IGERT, University of Maine, Expected 2019.

**Doctoral Committee Memberships (through Qualifying Exams only)**

Alshehri, Ali, Advancing Sustainability: Environmental Health and Institutional Change in Hospitals, SUNY-ESF, 2016.

Comer, Brian, Air Pollution and Environmental Justice in the Great Lakes Region, SUNY-ESF, 2016.

Johnson-Woods, Courtney, Ordinary Voices, Narratives, and Meaningful Engagement: Place-

based Stories of the St. Lawrence River as Contributories to Local Knowledge and Natural Resource Decision-making, SUNY-ESF, Expected 2017.

### **Master's Theses and Research Projects Directed**

Roche, Abby, How Do We Collaborate? A Look into Maine's Sustainable Ecological Aquaculture Network, UMaine Department of Communication and Journalism, Expected 2017.

Haase, Dave,<sup>1</sup> Preparing For the Worst: Attribution of Severe Weather to a Disrupted Climate And its Relation to an Individual's Willingness to Adapt, SUNY-ESF Department of Environmental Studies, Expected December 2016.

Keib, Shannon,<sup>2</sup> Summer Tour with Rock the Earth: Defending the Planet One Beat at a Time, SUNY-ESF Department of Environmental Studies, Expected December 2016.

Petroni, Mike,<sup>3</sup> Many Ways to Experience and not Experience a Changing Climate: Evidence Linking Natural Hazard Experiences with Increased Climate Change Risk Perceptions and Intentions to Perform Mitigation Behaviors, SUNY-ESF Department of Environmental Studies, 2016.

Bartock, Laura, Examining the Practical Application of Models of Science Communication in Long-Term Ecological Research Sites, SUNY-ESF Graduate Program in Environmental Science, 2015.

Hoppins, Rachel,<sup>4</sup> The Role of Partner Organizations in Strategic Communication to Public Audiences: A Case Study of the Seafood Watch Campaign, SUNY-ESF Graduate Program in Environmental Science, 2015.

<sup>1</sup>Co-Advised with Dr. Sharon Moran

<sup>2</sup>Co-Advised with Dr. David Sonnenfeld

<sup>3</sup>Co-Advised with Dr. Valerie Luzadis

<sup>4</sup>Co-Advised with Dr. Beth Folta

### **Master's Thesis Committee Memberships**

Wyman, Ben, Media Analysis of the Framing of Climate Change's Impact on Brook Trout in State of Maine, UMaine Department of Communication and Journalism, Expected 2017.

Littlefield, Andrea, TBD, UMaine Interdisciplinary Studies, Expected 2018.

Lenkiewicz, Katie, Deliberative Valuation as an Alternative to Individual Preference for Obtaining Social Values of Ecosystems, SUNY ESF Graduate Program in Environmental Science, 2016.

Walker, Becky, Urban Agriculture as a Social Movement: An Analysis of Practitioner Websites and News Articles. SUNY-ESF Graduate Program in Environmental Science, 2015.

Batill, Katelind, Drilling Between the Lines: A Comparative Multi-State Media Analysis of Risk Perceptions related to Hydraulic Fracturing, SUNY-ESF Department of Environmental Studies, 2014.

Hierholzer, Michele, Conservation and Development Trade-offs and Learning from the Past, SUNY-ESF Department of Environmental Studies, 2014.

Lazzar, Craig, Impacts from Hurricane Sandy: Social Systems Communicated by Primary Stakeholders in New York State in Response to a Superstorm, SUNY-ESF Department of

Environmental Studies, 2014.

Tauzer, Erica, An Examination of the Relationship Between Place Attachment and Participation in the Remediation/restoration Efforts of a Degraded Watershed: Onondaga Lake Watershed, SUNY-ESF Department of Environmental Studies, 2014.

Velardi, Sara, An Exploration into the Components of Effective Professional Development for Science Educators: A Case Study with the Environmental Education Organization Project Learning Tree, SUNY-ESF Program in Environmental Interpretation, 2014.

Bancroft, Kelly, Lake Associations in Central and Northeastern Ontario: Environmental Stewardship and Sustainability, SUNY-ESF Department of Environmental Studies, 2013.

#### **Undergraduate Capstone Projects Directed**

Louie, Jennifer, Use of Social Media in Environmental Organizing: A Case Study of the People's Climate March, SUNY-ESF, 2015.

Trutschel, Lauren, The Effects of the Internet and Web-Based Technology on a Science Classroom, SUNY-ESF, 2014.

Anthony, Cathleen, Evaluating Informal Science Education: A Case Study of SUNY-ESF's Science Camps, SUNY-ESF, 2014

#### **Undergraduate Honors Thesis Committee Memberships**

Bellefleur, Abby, TBD, University of Maine, 2017.

Robe, James, TBD, University of Maine, 2017.

Tefft, Mackenzie, TBD, University of Maine, 2017.

#### **HONORS AND AWARDS**

Top Faculty Paper Award, Environmental Communication Division, International Communication Association (2014)

SUNY-ESF United University Professors (UUP) Individual Development Award (2014)

Judges' Best Poster Award, Society for Risk Analysis Annual Meeting (2011; 2008)

Cornell University Graduate School Research Travel Grant (2011)

Top Student Paper Award, Risk Communication Specialty Group, Society for Risk Analysis (2010)

Anson E. Rowe Award for Graduate Student Research, Cornell University Department of Communication (2010)

Glass Family Fellowship, Cornell University Department of Communication (2010)

Marian A. and A. Percy Leon Graduate Scholarship, Cornell University Department of Communication (2009)

Society for Risk Analysis Student Travel Award (2008; 2009)

Outstanding Teaching Assistant Award, Cornell University Department of Communication

(2007)

Annie's Environmental Studies Scholarship (2006)

**SERVICE TO THE  
PUBLIC,  
PROFESSION, AND  
INSTITUTION**

Society for Risk Analysis: Chair-elect, Risk Communication Specialty Group (to begin in December 2016); Member of the Conference Program Committee (May 2016); Member-at-large, New England Chapter (December 2015 – present) Councilor, Upstate New York Chapter (2014- 2015); Secretary/Treasurer, Risk Communication Specialty Group (2013 – 2015)

Review Editor for Science and Environmental Communication, *Frontiers in Communication*

Manuscript reviewer for Association for Education in Mass Communication and Journalism (AEJMC) and International Communication Association (ICA) annual conferences

Manuscript reviewer for *Environmental Communication; Global Environmental Change; International Journal of Environmental Research and Public Health; Journal of Communication; Public Understanding of Science; Risk Analysis; Science Communication; Society and Natural Resources; Weather, Climate, and Society*

**University of Maine**

Affiliated faculty, University of Maine Climate Change Institute

Member of the Department of Communication and Journalism Assessment Committee and Aesthetics Committee (2016)

Chair of the Department of Communication Job Description Working Group (2016)

Member of the Sustainable Ecological Aquaculture Network (SEANET) Human Dimensions ("Theme Four") research team (2015 – present)

Member of the SEANET Social and Ecological Systems (SES) sub-committee (2015 – present)

Member of the Environmental Communication Community of Practice (EC CooP) (2015 – present)

Faculty member in the University of Maine Graduate School (2015 – present)

**SUNY-ESF**

Member of the Department of Environmental Studies Curriculum Committee (2012 – 2015)

Graduate Program in Environmental Science (GPES) affiliated faculty member for: (a) Environmental Communication and Participatory Processes; (b) Coupled Natural and Human Systems; and (c) Environmental and Natural Resources Policy (2012 – 2015)

Member of the Faculty Instructional Quality and Academic Standards Committee (2014)

Member of an ad hoc advisory committee for organizing the presidential inaugural symposium, "Foundations of a New American Environmentalism" (2014)

Volunteer judge of student posters at the Spotlight on Student Research (2013, 2014)

Laura N. Rickard

Volunteer judge of student posters at the Environmental Studies Seniors Showcase (2014)

Search committee member for Director of SUNY-ESF's Adirondack Ecological Center (2013)

**PROFESSIONAL  
MEMBERSHIPS**

Association for Education in Journalism and Mass Communication (Communicating Science, Health, Environment, and Risk Division)

International Communication Association (Environmental Communication Division; Health Communication Division)

International Environmental Communication Association

Society for Risk Analysis (Risk Communication Specialty Group)