

Jean Marie Brechman, PhD

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EDUCATION

University of Pennsylvania, The Annenberg School for Communication

- PhD in Communications
- Dissertation Advisor: Joseph N. Cappella
- Committee Members: Robert C. Hornik and Paul Messaris

University of Pennsylvania, The Annenberg School for Communication

- Master of Arts in Communications

The College of New Jersey, Ewing, NJ

- Bachelor of Science in Management, graduated *summa cum laude*
- Bachelor of Arts in Communication Studies

PEER-REVIEWED PUBLICATIONS

- Brechman, J.M., Lee, C., & Cappella, J.N. (2011). Distorting Genetic Research about Cancer : From Bench Science to Press Release to Published News. *Journal of Communication, 61*(3).
- Brechman, J.M., Lee, C., & Cappella, J.N. (2009). Lost in Translation? A Comparison of Cancer-Genetics Reporting in the Press Release and its Subsequent Coverage in Press. *Science Communication, 30*(4), 453-74.
- Arnold, A.K., Bigman, C., Brechman, J.M., et al.* (2009). Linking Measures of Media Exposure to Sexual Cognitions and Behaviors: A Review of the Influence of Sex Content in Media. *Communication Methods and Measures, Special Issue*. *Authorship is alphabetical; all authors contributed equally.

BOOK CHAPTERS

- Brechman, J.M., & Pollock, J.C. (2008). Nationwide newspaper coverage of affirmative action: A community structure approach. In Amber Reetz Narro & Alice C. Ferguson (Eds.), *Diversity and Mass Communication: The Evidence of Impact*. Southlake, TX: Fountainhead Press.

INDUSTRY PUBLICATIONS

- Brechman, J.M. (2010). Using facial electromyography to measure audience response to advertising: A CERA study. Report submitted to The Advertising Research Foundation's Engagement 3: NeuroStandards Project.

SELECT CONFERENCE PRESENTATIONS AND INVITED TALKS

- "Narrative Flow": *Narrative processing and its application in security contexts.* Presentation at the Narrative Networks Workshop for the Defense Sciences Offices of the Defense Advanced Research Projects Agency (DARPA), Arlington, VA, June, 2011.
- Bilandzic, H., Brechman, J., Busselle, R. (2011, Nov). Evaluating entertainment-education series: A narrative approach. Paper presented at American Evaluation Association, Anaheim, CA.
- Bilandzic, H., Brechman, J., Busselle, R. (2011, Nov). Cultivation of pro-social, pro-democratic norms and conflict solving scripts in an African audience. Paper presented at American Evaluation Association, Anaheim, CA.
- Brechman, J.M. (2011, May). Re-conceptualizing flow for application in media research. International Communication Association, Boston.
- Covert Evidence on the Processing of Video-based Anti-smoking Public Service Announcements. (2010, April). Society of Behavioral Medicine. Seattle, WA.

- Using Communication Research to Design Effective Messages for Public Health: The cases of HPV vaccine and anti-smoking PSAs. (2009, June). NIH Office of Behavioral and Social Sciences Research.
- Brechman, J.M., Lee, C., & Cappella, J.N. (2009, May). Distorting Genetic Research about Cancer: From Bench Science to Press Release to Published News. Paper presented at International Communication Association, Chicago.
- Trachtenberg C, Brechman, JB, Leader AE, Cappella JN. (2009, Feb). Enhancing cancer communication campaigns: Using facial similarity to tailor messages of risk. American Association of Cancer Researchers: The Science of Cancer Health Disparities. Phoenix, AZ.
- Brechman, J.M., Lee, C., & Cappella, J.N. (2008, May). Lost in Translation? A Comparison of Cancer-Genetics Reporting in the Press Release and its Subsequent Coverage in Press. Paper presented at International Communication Association, Montreal, Canada.
- Brechman, J.M. (2008, January). Engagement with narrative as a mechanism of influence in adolescent processing of primetime messages. Narrative Experience and Effects Workshop, Leuven, Belgium.
- Brechman, J.M. (2008, January). The promotion of purity via video: a rhetorical analysis of promotional material used by “True Love Waits” and “Silver Ring Thing” campaigns. Paper presented at International Conference on Arts & Humanities, Honolulu, Hawaii.
- Brechman, J.M. & Gandy Jr., O.H. (2007, July). When private goes public: Genetic privacy in media and policy. Poster presented at annual conference of International Association for Media and Communication Research, Paris, France.
- Winneg, K. & Brechman, J.M. (2007, May). Online and Offline Gambling Among Youth and Adults: Polling and Policy. Paper presented at annual conference of the American Association for Public Opinion Research in Anaheim, CA
- Brechman, J.M., Pollock, J.C., Smyth, J. & Dokus, K. (2006, June). Nationwide Newspaper Coverage of Affirmative Action in Higher Education: A Community Structure Approach. Paper presented at annual conference of International Communication Association, Dresden, Germany.
- Pollock, J.C., Brechman, J., et.al. (2004, May). Nationwide newspaper coverage of genetically modified foods: A community structure approach. Paper presented at annual conference of International Communication Association, New Orleans, LA.
- Brechman, J.M., Smyth, J., & Dokus, K. (2004, November). Comparing city characteristics and newspaper coverage of affirmative action in higher education: A community structure approach. Paper presented at annual conference of National Communication Association, Chicago, IL.
- Brechman, J.M., Hall, K., Martinez, A., Schaller, D., Schradin, R., & Wysocki, C. (2004, April). Nationwide newspaper coverage of alternative medicine: A community structure approach. Paper presented at annual conference of Eastern Communication Association, Boston, MA. **(top undergraduate paper)*

RESEARCH EXPERIENCE

- *Strategic Communication Consultant*, Gallup Government, Washington, D.C. 2010 – 2012
 Provided guidance on the development and evaluation of communications for various high-profile government projects including the promotion of mental health, prevention of youth violence and reduction of underage drinking. Specifically, input contributed toward the development of campaign materials, including TV, radio, print, online, and out-of-home PSAs; additional print materials to include fact sheets and tool kits; interactive media marketing and promotion; media relations; communication and social marketing training and support to community organizations across the country; liaison work with campaign committees and panels; market research; and evaluation.
- *Program Evaluation Consultant*, Search for Common Ground, Washington, D.C. 2007 - 2012

Consult with an international non-governmental organization in the development, implementation and evaluation of a peace-building and healthy lifestyles media campaign in Nigeria. Communicate summative research to both internal and external audiences in the form of site postings, executive summary reports and academic publications. Kenya and Cote d' Ivoire based project began in March 2010.

- *Research Fellow*, Dr. Joseph Cappella, Annenberg School, U. of Pennsylvania Sept 2006 – April 2010
Research conducted through the Center of Excellence in Cancer Communication
The primary project involves exploring public understanding of science communication, particularly involving genetics and cancer. The relationship between original publication in science journals, institutional press releases and public press coverage of genetic-cancer discoveries are content analyzed and qualitatively assessed in order to identify where in the reporting process slippages and inconsistencies in causal language occur
- *Research Analyst*, Institute for Adolescent Risk Communication, Summer 2006
Annenberg Public Policy Center, The University of Pennsylvania
Research involved the use of bivariate and multivariate regression to identify predictors and correlates of adolescent risk behavior
- *Research Fellow*, Dr. Amy Jordan, Annenberg School, U. of Pennsylvania 2005-2007
Research funded by National Institute of Child Health and Human Development
The primary project was a three-year investigation of the impact of sexual media diet on adolescent sexual attitudes, beliefs, intentions and behaviors. Particular tasks included cataloguing, digitalization and content analysis of television, film, video game, music and magazine media.

TEACHING EXPERIENCE

Instructor

MKT201: Marketing Principles, Spring 2012. The College of New Jersey, Department of Management, Marketing & Interdisciplinary Business.

MKT380: Advertising, Summer 2011, The College of New Jersey, Department of Management, Marketing & Interdisciplinary Business.

MGT201: Management Principles and Practices, Fall/Spring 2011. The College of New Jersey, Department of Management, Marketing & Interdisciplinary Business.

COMM275: Communication & Persuasion, Summer, 2009. University of Pennsylvania, The Annenberg School for Communication.

PSY299: Research Seminar, Fall 2008. The College of New Jersey, Psychology Department.

Teaching Fellow

COMM226: Intro to Political Comm., Fall 2008, Supervisor: Dr. Kathleen Hall Jamieson. University of Pennsylvania, The Annenberg School for Communication.

COMM275: Communication & Persuasion, Spring 2008, Supervisor: Dr. Joseph Cappella. University of Pennsylvania, The Annenberg School for Communication.

COMM225: Children and Media, Spring, 2006, Supervisor: Dr. Amy Jordan. University of Pennsylvania, The Annenberg School for Communication.

RELEVANT PROFESSIONAL EXPERIENCE

- *Research Director*, Gallup & Robinson, Inc., Pennington, NJ 2010-2012
-Managed ongoing efforts to improve research designs, measures and hygiene; enhance processing efficiency
-Led research staff made up of methodologists, statisticians, market researchers, psychologists and scientists; supervise international network of research partners and vendors

- Developed and maintained internal and external client relationships; communicated with clients to identify their needs, fulfill their expectations
- Oversaw the translation of client needs into an appropriate research framework and the production of data into meaningful, client-responsive reports
- Expanded existing service portfolio; created new business opportunities
- Championed knowledge-building through in-house research projects, industry collaboration and scholarship

GRANTS, FELLOWSHIPS & AWARDS

- *Principal Investigator*, Funded by the Advertising Research Foundation for \$20,000 November 2010
NeuroStandards Project: Biometrics in consumer psychology research
- Annenberg School for Communication Dissertation Research Fellowship, \$23,000 September 2009
- *Principal Investigator*, Funded by the Council of Alumni for Social Enterprise for \$5000 June 2008
Executive summary: Audience Perceptions and Effects of The Entertainment-Education Drama “The Station”
- *Annenberg Summer Institute for Methods and Statistics*, University of Southern California June 2008
Participated in 2-week intensive workshop series. Courses included Categorical Data Analysis and Focus Group Methods