

Chike Anyaegbunam

School of Journalism & Telecommunications
College of Communication & Information
University of Kentucky
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Lexington, KY 40506

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EDUCATION

Certificate in Agricultural Safety and Health (2006)

National Institute for Farm Safety

Fellow (2005)

Cancer, Culture and Literacy Institute, Moffitt Cancer Center, University of South Florida, Tampa, FL.

Fellow (2000)

Freedom Forum, School of Journalism, Indiana University

Ph.D. (1994)

School of Journalism and Mass Communication, University of Iowa

MA (1989)

School of Journalism and Mass Communication, University of Iowa

BA (1975)

Department of Journalism and Mass Communication, University of Nigeria

ACADEMIC EMPLOYMENT

Professor

May 2012 to present

School of Journalism and Telecommunications, College of Communication and Information, University of Kentucky

Professor (Joint Appointment)

May 2012 to present

Department of Health Behavior, College of Public Health, University of Kentucky

Associate Professor

December 2005 to April 2012

School of Journalism and Telecommunications, College of Communications and Information Studies, University of Kentucky

Assistant Professor

January 2000 to November 2005

School of Journalism and Telecommunications, College of Communications and Information Studies, University of Kentucky

Scholar Affiliate*January – December 1999*

Center for International Studies/School of Journalism and Mass Communication, University of Iowa

Instructor*September 1986 to May 1994*

School of Journalism and Mass Communication, University of Iowa

PROFESSIONAL EXPERIENCE

- 2010 – present: Director, University of Kentucky Dissemination and Implementation Sciences Consortium (DISC)
- 2011– 2012: Communication for Development Consultant, UNICEF-India
- 2003 – 2009: Communication Consultant, Development Communication Division, World Bank, Washington, DC
- 1994 -1998: Senior Regional Communication for Development Training Adviser, Food and Agriculture Organization (FAO) of the United Nations, Rome, Italy/Harare, Zimbabwe
- 1992 - 1993: Editor, *Journal of Communication Inquiry*. University of Iowa
- 1988 - 1989: Social Marketing Consultant, Academy for Educational Development (AED)/USAID-Nigeria/Washington, D.C.
- 1980 - 1985: Country Information and Water/Sanitation Project Communication Officer, UNICEF-Nigeria
- 1978 - 1980: 3rd Secretary (Information) Embassy of Nigeria, Monrovia, Liberia
- 1974 -1978: Senior reporter/editor/presenter, Nigeria Broadcasting Corporation

RESEARCH and CREATIVE**Current/Active Funded Projects****U.S. Environmental Protection Agency**

PI: Pamela Cupp, Ph.D.

2011 – 2013

\$368,948

Community Engagement and Case Analysis: Methods for Developing Post-Incident Risk Communication Guidelines for an Intentional Biological Environmental

Role: Co-Investigator (AY 15%)

National Institute of Occupational Safety and Health, CDC R18 PAR-11-022

PI: Chike Anyaegbunam (AY 10% Summer 8%)

2011 -2015

\$504,940

Native American Agricultural Safety and Health Project

National Institute of Occupational Safety and Health/CDC

PI: Dr. David Mannino

2011- 2016

\$997,700 per annum

Southeast Center for Agricultural Health and Injury Prevention—Outreach Core

Role: Communication, Dissemination and Implementation Consultant (AY 4%)

U.S. President's Emergency Plan for AIDS Relief (PEPFAR) thru American International Health Alliance (AIHA) Twinning Program

Director: Beth Barnes, Ph.D.

2008 – 2013

\$400,000

Partnership with Zambia Institute of Mass Communication (ZAMCOM) and MISA Botswana: HIV and AIDS Communication Project.

<http://www.pepfar.gov/press/docs/135652.htm>

Role: Deputy Director

Completed Funded Projects**Bill and Melinda Gates Foundation**

PI: Stephen Dobson, Ph.D.

2008–2012

\$5.8M

Supplemental Vector Intervention Required to Eliminate Lymphatic Filariasis in the South Pacific

Subcontract Year 1: \$71,000

Role: Community Engagement Director & PI on subcontract to the College of Communications & Information Studies, 2011–2012. (AY 15%, summer 90%)

Kentucky Transportation Cabinet, through Kentucky Transportation Center, College of Engineering, University of Kentucky

PI: Chike Anyaegbunam (AY 5%, Summer 5%)

2011–2012

\$26,630

Kentucky Association of Riverports (KAR) Outreach Project

U.S. Department of Energy (DOE)

PI: Lindell Ormsbee, Ph.D.

2003 – 2012

\$450,000

Paducah Gaseous Diffusion Plant (PGDP) Public End-state Vision Project

<http://www.uky.edu/krcee/project23.html>

<http://risk.uky.edu/powerofparticipation>

Subcontract 2009-2012: \$162,381

Role: PI on subcontract to the College of Communications and Information studies (AY 15%, Summer 75%, 10%)

US Department of Energy (DOE) + Private and Corporate Donations

PI: Donald Colliver

(2008 – 2009)

\$1M

University of Kentucky Solar Decathlon 2009 Project

Role: Marketing Communication Team Leader

National Institute of Occupational Safety and Health, CDC R25 OH008542-01

PI: Steve Reynolds, Ph.D. Colorado State University

2005-2007

\$134,000

Designing Community-based Social Marketing Programs for Tractor Safety & Cost Analysis

<http://www.mc.uky.edu/scahip/nationaltractorsafetyinitiative/designingcommunity.html>

Role: Co-PI and National Director, Social Marketing Project

World Bank/Federal Government of Nigeria. Project ID P069892

Bank Team Leader: Foluso Okunmadewa

2003-2009

\$81.17M (World Bank Loan)

Local Empowerment and Environmental Management Project (LEEMP), Nigeria.

Role: Participatory communication consultant

World Bank/Federal Government of Nigeria. Project ID P063622

Bank Team Leader: Adubi, Abimbola

2003-2009

\$125.37M (World Bank Loan)

FADAMA 2 Project

Role: Participatory communication consultant

Thomas P. Rogers Endowment, University of Kentucky/Office of the Dean College of Communications and Information Studies

PI: Chike Anyaegbunam

2003 – 2004

\$7,000

Encouraging Elders in Rural Eastern KY to quit smoking and utilize NCI/CIS Smoking Quit Line.

Pfizer Foundation

PI: Chike Anyaegbunam

2002 – 2004

\$100,000

The Appalachia Rural Radio Health Literacy Project

Sound Partners, Benton Foundation

PI: Cheryl Marshall

2002-2004

\$45,000

The Community Radio Health Project "Living With a Killer"

<http://www.soundpartners.org/node/1589>

Role: Co-investigator

National Cancer Institute

PI: Margaret Love, Ph.D.

\$109,318

The Phoenix Project: Child Health Care Visit as an Adult Cancer Prevention Education Opportunity

Role: Co-investigator

Refereed Journal PublicationsDowney, L., & **Anyaegbunam**, C. (2010). Your lives through your eyes:Rural Appalachian youth identify community needs and assets through the use of photovoice. *Journal of Appalachian Studies*. Spring/Fall16: 1 & 2.Downey, L., **Anyaegbunam**, C. & Scutchfield, D. (2009). Dialogue to Deliberation:Expanding the Empowerment Education Model. *American Journal of Health Behavior*, Vol. 33, Issue 1, Jan. 2009.**Anyaegbunam**, C., & Ryan, B. (2003). Students as Citizens: Experiential Approaches to Reflective Thinking on Community Journalism. *Jou & Mass Comm Educ*. 58, 64-73.

Anyaegbunam, C. & Kamlongera, C. (2002). Writing with the People: An Empowering Communication Approach to Sustainable Rural Development. *Journal of Development Communication*, 13, 1-14.

Anyaegbunam, Chike. 1993. Bolekaja in the Construction of Africa in Intellectual Discourse. *Journal of Communication Inquiry* 17:2 (summer 1993): pp. iii-x. University of Iowa.

Books Chapters

Anyaegbunam, C., Karnell, A., Cheah, W., & Youngblood, J. (2005). Designing Communication Research for Marginalized Populations: A Participatory Methodology for Community Empowerment. In Susanna Hornig Priest (ed.) *Communication Impact: Designing Research that Matters* (pp. 49-65). Oxford: Rowan and Littlefield.

Anyaegbunam, C., Mefalopulos, P. & Moetsabi, T. (1999). Facilitating Grassroots Participation in Development: New training models and techniques. In White Shirley (ed.). *The art of facilitating participation: Releasing the power of grassroots communication*. Cornell University and Sage: New Delhi.

Anyaegbunam, C., Mefalopulos, P. & Moetsabi, T. (1998). Participatory Rural Communication Appraisal Methodology (PRCA): The Application of Participatory Approaches to Communication Programme Design and Implementation for Sustainable Human Development. In Richardson Don and Lynnita Paisley (eds.). *The First Mile of Connectivity: Advancing Rural Telecommunications through a Communication for Development Approach*. Don Snowden Program for Development Communication, University of Guelph, Ontario, Canada/FAO Rome.

Books

Anyaegbunam, C., Mefalopulos, P., & Moetsabi, T. (2004). *Participatory Rural Communication Appraisal: A handbook for rural development practitioners*. 2nd edition. FAO Rome, Italy. e-Book <http://www.fao.org/docrep/008/y5793e/y5793e00.htm>

Anyaegbunam, C., Mefalopulos, P. & Moetsabi, T. (1998). *Participatory Rural Communication Appraisal: A handbook for rural development practitioners*. FAO Rome/SADC Centre of Communication for Development, Harare, Zimbabwe

Publications in Conference Proceedings

Anyaegbunam C., Hoover, A. & Schwartz, M. (2010). Use of community-based participatory communication to identify community values at a Superfund site. *Proceedings of World Environmental and Water Resources Congress 2010*. Providence, R.I. May 16-20.

Agunga, R, & **Anyaegbunam, C. (2007).** Towards a Discipline and Profession of Communication for Development: Improving Project Implementation as the Key to Poverty Reduction. In *World Congress on Communication for Development: Lessons, Challenges, and the Way Forward*. Food & Agriculture Organization of the United Nations (FAO), and The World Bank.

Anyaegbunam C, McKnight R, Donovan T. (2007). Overcoming Barriers to Safe Operation of Agricultural Tractors: Insights from Participatory, Community-based Social Marketing. *Proceedings of 2007 NIFS Conference*, Penticton, Canada.

Anyaegbunam, C., Knight, E., Hertog, J., Rueger, B., and Clark, J. (2002, June). Community Radio Health Literacy Project. *Proceedings of the International Conference on Social Sciences*, Honolulu, Hawaii.

Anyaegbunam, C., Mefalopulos, P. & Moetsabi, T. (1997). Participatory Rural Communication Appraisal Methodology (PRCA): The Application of Participatory Approaches to Communication Programme Design and Implementation for Sustainable Human

Development. In *Participatory Communication: One Approach to Sustainable Development?* PanAsia Virtual Conference.

Refereed Conference Papers and Presentations

- Anyaegbunam, C.**, Hoover, A. & Hartman, C. (2011). Engaging the community in future-use visioning of a Superfund site: The Paducah Gaseous Diffusion Plant case study. Paper presented at the 2011 World Environmental and Water Resources Congress. Palm Springs, California.
- Hoover, A., & **Anyaegbunam, C.** (2010). Identity, Community, and Environmental Risk: A Dialogic Case Study. Paper presented at the National Communication Association Mini-Conference: Bridges and Chasms: Exploring the Role of Dialogue in Social Change. Nov. 14-16, 2010, San Francisco.
- Hoover, A., **Anyaegbunam, C.**, & Ormsbee, L. (2010). Identifying the Relationship Between Citizen Values and Environmental Health: Using Community-Based Participatory Communication in Superfund Communities. Paper presented at The Society of Environmental Toxicology and Chemistry (SETAC) North America 31st Annual Meeting: Bridging Science with Communities held Nov. 7-11, 2010 in Portland Oregon.
- Anyaegbunam, C.**, Barnes, B., Coffee, M. & Eckman, A. (2010). Reinvigorating HIV and AIDS Reporting in Zambia: A Partnership Between ZAMCOM and the University of Kentucky School of Journalism and Telecommunications. Paper presented at the conference on “New Approaches to Research and Practice in Communication for Development and Social Change” organized by the Communication and Development Studies Program at Ohio University, Athens, Ohio, April 2-3, 2010.
- Hoover, A., **Anyaegbunam, C.**, Bailey K, Grossardt, T., Ormsbee L., & Schwartz, M. (2009). Integrating Participatory Communication and Structured Public Involvement Processes to Better Address Superfund Issues: The Paducah Gaseous Diffusion Plant Future State Vision Project Paper Presented at the 2009 Annual Meeting of the NIEHS Superfund Research Program “Emerging Issues, Emerging Progress” Columbia University, New York, NY November 2-5, 2009.
- Reynolds, S.J., Liu, J., **Anyaegbunam, C.**, et al. (2008). Poster #023: NIOSH Agricultural Centers - National Agricultural Tractor Safety Initiative. Presented at the NORA Symposium: Public Market for Ideas and Partnerships. July 29, 2008. Sheraton Denver West Hotel.
- Anyaegbunam, C.** & McKnight, R. (2007). Designing Community-Based Social Marketing Programs for Tractor Safety: Formative Research Findings. Presented at the National Agricultural Tractor Safety Initiative Conference, Marshfield, WI, July 30-31, 2007.
- McKnight, R. & **Anyaegbunam, C.** (2005) Social Marketing to Promote Farm Tractor Safety in the United States. Presented at the 14th International Conference on Safe Communities, Bergen Norway. June 13-15, 2005.
- Anyaegbunam, C.**, Ryan, B., & Hautala, K. (2005). Graduating Good Citizens: Service-learning Meets Civic Engagement in Election 2004. Presented at the 2005 CPE Kentucky Conference on the Scholarship of Teaching and Learning: Engaging Students for Success, held May 22-23 at the Marriott Griffin Gate, in Lexington, Kentucky
- Anyaegbunam, C.**, Ryan, B., & Hautala, K. (2005). Approaches to Foster Civic and Political Engagement Among College Students. Presented at the 2005 AEJMC Mid-Winter Conference “Democracy and civic engagement through media” Saturday, Feb. 12, 2005, Kennesaw State University. Kennesaw, Ga.
- Anyaegbunam, C.**, Shingler, P., Marshall, C., Kirby, R., Hertog, J., & Cole, C. (2004). Living With A Killer: An Appalachian Rural Radio Health Literacy Project to Empower Adult Diabetics. Presented at the 7th National Health Literacy Conference, September 13-14, 2004, Washington, DC.

- Anyaegbunam, C., & Gaur, J. (2004).** Exploring Polyphony in Community Radio Stations: A Case Study of an Appalachian Community Media Production Center. Presented at 87th Annual Convention of the Association for Education in Journalism and Mass Communication Aug. 4. Toronto, Canada.
- Love M, Costich JF, **Anyaegbunam C**, et al. (2003). Child health care visits: Adult cancer prevention Phase I. North American Primary Care Research Group, October 27, 2003.
- Anyaegbunam, C. (2003).** In search of the “real Hillbilly” Using and dispelling stereotypes in the classroom. Panel presentation at the 2003 Convention of the International Communication Association (ICA). San Diego, California.
- Cheah, W. & **Anyaegbunam, C. (2001).** Improving, Ensuring and Increasing the Efficacy of HIV/AIDS Information and Education in the Asia Pacific Region: The Role of Participatory Communication and Community Empowerment in the Development of HIV/AIDS Communication Campaigns. Poster presentation at the Sixth International Congress on AIDS in Asia and the Pacific held in Melbourne, Australia 5-10 October 2001.

Invited Presentations

- Anyaegbunam, C. (2008).** From Farmers’ Perception of Risks to Behavior Change: The Role of Participatory Research in Designing Social Marketing Programs for Tractor Safety. Presented at the Innovative Training Experiences for Occupational Medicine Residents in Non-Urban and Agricultural Settings seminar organized by the University of Texas Health Science Center at Tyler and funded by The National Institute for Occupational Safety and Health/CDC. June 9, 2008.
- Anyaegbunam, C. (2008).** Harnessing People Power: The Role of Participatory Communication in Business, Development and Good Governance. Keynote Address Delivered at The 2nd Research and Development, Innovation, Design (R&DID) International Conference. University of the Thai Chamber of Commerce, Bangkok, Thailand. March 3 – 4, 2008
- Anyaegbunam, C. (2007).** Achieving Behavior Change in Public Officials through Mobilized Public Opinion. Paper presented at the World Bank Workshop on Generating Genuine Demand with Social Accountability Mechanisms. November 1 – 2, 2007, World Bank Office, Paris, France.
- Anyaegbunam, C. (2004)** Advancing Polyphony: From Representing the Marginalized to Facilitating Self-representation. Presentation at the 2004 UK Summer Environmental Writing Program. Robinson Forest, Appalachia, Kentucky. July 2-3, 2004.
- Anyaegbunam, C. (2004).** How to Use Participatory Communication to Identify Stakeholders’ Priorities and Ensure Project Sustainability. Presentation to the World Bank Development Communications Group, Washington DC May 6, 2004.
- Anyaegbunam, C. & Swindell, C. (2003).** From Dialogue to Action: Participatory Research and Communication Approaches to Sustainable Forestry Management in Appalachia Kentucky. Presentation at the University of Kentucky Summer Environmental Writing Program. Robinson Forest, July 8, 2003.
- Anyaegbunam, C., Hertog, J., Cheah, W. & Karamelic, A. (2001).** Providing Culturally and Linguistically Appropriate Services in Health Care: A Blueprint to Follow. Presentation at the 2nd Cultural Competency Conference “Preparing for Cultural Transformation: Health Care in Our Evolving Society. University of Kentucky Chandler Medical Center/AHEC. August 17-18, 2001
- Anyaegbunam, C., Hertog, J., Cheah, W. & Karamelic, A. (2002)** Cultural and Linguistic Competency in the Health Care System. Presentation at the Family Practice Conference Program for Residents February 26, 2002.

Other Scholarly Productions

Anyaegbunam, C. (1994). Bolekaja Intellectualism: The Genesis of Syncretistic Model Building in Communication for Development in Africa. (Unpublished Ph.D. dissertation). University of Iowa.

Anyaegbunam, C. (1993). Africa: Communication, History and Identity. *Journal of Communication Inquiry* 17:2. University of Iowa (Journal editor)

SERVICE

School Committees

2009 - present: Member, Diversity Committee
 2008 - 2009: Member, Students Appeals Committee
 2006 - 2007: Member, JAT Finance & Physical Facilities Committee
 2006 - 2007: Member, JAT Scholarships Committee

College Committees

2008 - 2009: Member, Search Committee for CCIS Dean
 2008 - 2010: Member, Admissions and Financial Aids Committee.
 2010 - 2011: Member, CICS Faculty Council
 2005 - 2006: Member, Program Review and Resource Committee
 2001 - 2007: Elected member, Scholarship & Awards Committee. Chaired the committee in 2001- 02, 2003-2004, and 2006-2007.

University Committees

2013 – present: Member, Graduate Council
 2009 – present: Member, Advisory Board, Department of Health Services Management of the UK College of Public Health
 2007 - present: Member, University of Kentucky Internationalization Task Force Communications Committee
 2010 – present: Member, UK Engagement Committee
 2010 – 2012: Member, UK Committee on Continuing Education for Health Literacy
 2007 - 2010: Member, UK President's Commission on Diversity
 2005 - 2008: Member, University of Kentucky Senate.

Public Service

2012 –present: External examiner, Faculty of Science and Humanities, Anna University, Chennai, India
 2005 - present: External examiner, Graduate Programmes, Caribbean Institute of Media and Communications (CARIMAC), University of the West Indies (UWI), Mona, Jamaica
 2001 - present: Faculty adviser to the UK student chapter of NABJ.
 2008 - present: Manuscript reviewer, *Journal of Agromedicine*
 2008 - present: External grant proposal reviewer, CDC/NIOSH's NORA intramural projects
 2008 - present: Grant proposal reviewer, Feasibility Projects Program of the UK Southeast Center for Agricultural Health and Injury Prevention
 2003 - present: Manuscript reviewer, *Annals of Family Medicine*
 2003 – present: Research Associate, University of Kentucky Appalachian Center.

- 2007 Assisted the National Farm Medicine Center, Marshfield Wisconsin to organize the 2007 journalists' training workshop on "Children and Agriculture: Telling the Story of Risk and Safety." Shaker Village of Pleasant Hill, Kentucky. July 13-14, 2007,
- 2008 Pearson Publications, 2008. Developmental review of proposal and chapters for *Marketing Public Relations*.
- 2003 - 2004: Chair, Professional Responsibility and Freedom, and Teaching Committees, the Civic Journalism Interest Group, Association for Education in Journalism and Mass Communication (AEJMC)
- 2002 - 2003: Research Chair, Civic Journalism Interest Group, Association for Education in Journalism and Mass Communication (AEJMC)

AWARDS and HONORS

- University of Kentucky Wethington Award for research grant acquisition (2004 – 2013)
- University of Kentucky College of Communications Faculty Research Award (2005)
- University of Kentucky Special Summer Faculty Research Fellowship (2005)
- AEJMC Top Faculty Paper Award for Civic Journalism at the 87th AEJMC conference held in Toronto, Canada, August (2004)
- University of Iowa School of Journalism and Mass Communication Outstanding Doctoral Student Award for Teaching (1993)
- John F. Murray Doctoral Dissertation Award University of Iowa (1993)
- C.J. Nelson Memorial Award for outstanding service as the editor *Journal of Communication Inquiry*. University of Iowa (1993)
- Member, Kappa Tau Alpha: U.S. National Honor Society in Journalism and Mass Communication (1992)
- Best Student Paper Award, American Broadcasting Education Association (BEA) Annual Convention, Las Vegas (1991)

AFFILIATIONS

- Association for Education in Journalism and Mass Communication (AEJMC)