

FACULTY RESEARCH & GRANTS:

Mugur Geana has developed a ten-episode radionovela focused on promoting colon cancer screening to Latinos in Kansas City. The radionovela, supported by a grant from the American Cancer Society, will be broadcasted starting June 16 on La Super X 1250AM, the Kansas City radio station with the largest Latino audience. The radio component is part of a larger health promotion campaign Geana is developing in collaboration with the Department of Family Medicine, KUMC and El Centro, Inc.

Mugur Geana attended the Grant Writing Workshop at the 2010 NCURA Region IV Conference in Omaha, Neb., Sunday, April 25.

Mugur Geana is the co-investigator and recipient of an intervention grant awarded by the American Cancer Society. The \$8,500 award will be used to promote colorectal cancer screening among medically underserved populations in Kansas City and Northern Missouri. Geana will help develop the communication materials and the dissemination strategy to be implemented by the regional ACS chapter.

Mugur Geana, in continuing his pilot research conducted in the summer of 2009, has been named co-principal investigator for a \$6,000,000 multicentric, multidisciplinary grant proposal addressing health communications for aging populations. If awarded, the proposal will bring \$500,000 for research to the KU J-School over the next three years.

Crystal Lumpkins is the recipient of a two-year NIH minority supplement to an RO1 grant titled "Tailored Touch Screen Colorectal Cancer Prevention in Urban Core Clinics." The grant is a supplemental grant to Dr. K. Allen Greiner's four-year grant at the KU Medical Center. Lumpkins will serve as principal investigator on a study that will examine spirituality and religiosity in CRC screening targeting minorities and underserved populations.

Jerry Crawford and his students recently worked with the Kansas Bureau of Investigations on a special project preparing an in-depth video history of the KBI. Jerry Crawford and junior Danielle Hochman worked with the Kansas Bureau of Investigation to produce a video history of the agency. The KBI celebrated its 70th anniversary in July and held an award celebration that featured a 25-minute documentary produced by Hochman. The documentary traced the origins of the agency to the more well-known crimes, such as the BTK killer case. The documentary will serve as a historical archive for agents and employees to view for years to come. The celebration was dedicated to the brave, devoted, and loyal women and men who, as past and present employees, have contributed to making the State of Kansas a safer place to live, relieved the suffering of victimized families, and prevented countless crimes through their tireless efforts. The celebration was attended by retired and current KBI employees, along with several past governors and attorneys general of Kansas. Governor Mark

Parkinson praised the organization's efforts and Attorney General Steve Six was on hand to speak and view the documentary. Crawford and Hochman also produced an additional 18.5 hours of interviews that also will be archived for historical reference at the KBI. The bureau plans to use all the material in their training and in a library setting. Crawford and Hochman are looking at possibly producing other short documentaries on specific cases discussed in the interviews.

Mugur Geana received a \$24,200 subaward from the HRSA-Department of Health and Human Services/Academic Administrative Units in Primary Care, to help build capacity for new collaborations and the training of learners such as medical students and residents on developing new collaborative initiatives, in technologies and techniques for research and clinical service and advocacy.

Mugur Geana's new Facebook research application is currently in the beta testing phase. The application, which runs on the Facebook online social Web site, allows a researcher to utilize the social network to compose and send surveys to Facebook members. The application utilizes four types of questions, which are highly customizable and have the option to embed images as part of the question, thus allowing for its use in visual communication research. Based on a programmable algorithm, the application can provide feedback or deliver a "reward" to the test taker in accordance with his/hers pattern of answers to the survey. For more information contact Geana.

Doug Ward has been chosen to participate in the 2010 Course Redesign Colloquium sponsored by Instructional Development and Support. As part of the colloquium, he will receive a \$500 instructional fund that he intends to use to create online components for Multimedia Editing.

Mugur Geana was awarded \$14,000 as principal investigator for a subcontract from the Department of Preventive Medicine, KUMC, to work on increasing participant recruiting for the "Implementation Intentions to Promote Colon Cancer Screening in Rural Primary Care" study, funded by the NIH-National Cancer Institute. Dr. Kimberly Engelman, Ph.D., is the principal investigator for the NIH award.