

STEFANIE GRATALE

EDUCATION

Ph.D. in Communication, August 2020

University of Pennsylvania, Annenberg School for Communication

Master of Arts in Communication, May 2017

University of Pennsylvania, Annenberg School for Communication

Master of Public Administration, May 2008

The George Washington University, Trachtenberg School of Public Policy & Public Administration

Bachelor of Arts, May 2006

The College of New Jersey

Honors Program; Major in Communication Studies

Summa Cum Laude

PROFESSIONAL EXPERIENCE

Instructor/Core Faculty, December 2023 – Present

Rutgers University, School of Public Health; Rutgers Institute for Nicotine & Tobacco Studies

Conduct health communication research on current issues in tobacco prevention and control, applying social science and health behavioral perspectives. Design, develop and implement research studies on tobacco industry marketing, consumer risk perceptions, and product use behaviors. Disseminate research through conferences and refereed publications. Responsible for teaching courses in the School of Public Health and developing/supporting grant proposals.

Postdoctoral Fellow, October 2020 – November 2023

Rutgers University, Institute for Nicotine & Tobacco Studies (formerly Center for Tobacco Studies)

Conducted research on tobacco marketing, consumer beliefs and product use at a joint Tobacco Center of Regulatory Science (TCORS). Applied a range of research methodologies including experiments, surveys, focus groups, content analysis, and interviews to evaluate potential health communication and policy strategies in tobacco regulatory science. Developed survey instruments and measures assessing public perceptions, intentions and product use. Reviewed and synthesized literature evaluating public health initiatives. Oversaw contractor support of research projects. Shared findings via conferences and publications. Developed grant proposals.

Research Fellow, August 2015 – August 2020

University of Pennsylvania, Annenberg School for Communication

Conducted federally supported research on consumer perceptions and intentions regarding tobacco products at a multi-site Tobacco Center of Regulatory Science, focusing on health communication and persuasion strategies. Led studies on the existence and correction of

misbeliefs about tobacco products. Designed and implemented experiments testing health communication strategies to promote public understanding of tobacco product risks. Reviewed literature and developed methods, survey instruments, and stimuli for original studies; conducted analysis and prepared manuscripts. Assisted with a federal grant application.

Program Analyst/Project Manager, November 2010 – August 2015

Internal Revenue Service, Real Estate & Facilities Management

Coordinated communication activities with division stakeholders, preparing and disseminating messages regarding agency programs and federal policy standards. Acted as a liaison between Headquarters and regional offices for large-scale division projects. Served in a project management role and oversaw contractors on studies identifying ways to increase operational efficiency. Represented the division in collaborative initiatives supporting strategic planning for real estate operations, and acted as a communication liaison in multi-disciplinary, inter-agency teams. Conducted research and reviewed literature on relevant policies, and prepared reports and recommendations analyzing proposed projects. Presented briefings to executives.

Presidential Management Fellow, August 2008 – October 2010

Internal Revenue Service, Office of the Chief, Agency-Wide Shared Services

Accepted into and completed a competitive federal government leadership program for outstanding Masters-level graduates in public service. Managed communication activities for the Chief's office, acting as a customer service liaison and crafting talking points for the Division Chief. Developed and implemented protocols to evaluate agency pilot programs. Used surveys and focus groups to facilitate process improvement initiatives supporting strategic planning. Prepared briefings and reports for executives evaluating progress on division metrics and goals. Researched federal guidelines and interfaced with other agencies to inform internal policies.

Rotational Presidential Management Fellow (Detail), March 2009 – September 2009

Environmental Protection Agency, Office of Water

Completed an interagency detail, working with internal and external stakeholders to design outreach to state and local water utilities. Identified plans for disseminating key messages. Managed a contractor-assisted study evaluating the distribution of infrastructure loans to disadvantaged communities. Prepared presentations on national trends in utility funding.

Intern, May 2007 – May 2008

Grantmakers for Effective Organizations

Conducted research and interviews for new programs for the nonprofit organization. Analyzed frameworks for a peer learning network, and compiled reports on grantmaking trends. Designed and implemented the evaluation plan for the national conference, culminating in a detailed report. Assisted with marketing and development, preparing prospective member/funder lists and materials for a new organizational focus area.

Graduate Research Assistant, Fall 2006 – Spring 2007

The George Washington University, Trachtenberg School of Public Policy & Public Administration

Selected for a competitive fellowship position representing the school and working with faculty. Supported professor's research on think tanks and interest groups. Assisted Career Services in advertising and coordinating events and communication.

PUBLICATIONS

Gratale, S. K., Pearson, J. L., Mercincavage, M. & Wackowski, O. A. (2023). Organic, earth-friendly tobacco with a charcoal filter, and smooth taste: A randomized experiment testing effects of Natural American Spirit's "Sky" cigarette advertising on consumer perceptions. *Nicotine & Tobacco Research*, In press, doi: 10.1093/ntr/ntad099

Pearson, J. L., **Gratale, S. K.,** Ganz, O., Erinoso, O., Ohman-Strickland, P. and Wackowski, O. A. (2023). Longitudinal relationship between relative harm perceptions, beliefs about organic and additive-free tobacco, and cigarette brand switching among Natural American Spirit, Camel, and Marlboro cigarette smokers. *Tobacco Control*, Published Online First, doi: 10.1136/tc-2023-057933.

Wackowski, O. A., Manderski, M. B., **Gratale, S. K.,** Weiger, C., & O'Connor, R. J. (2023). Perceptions about levels of harmful chemicals in e-cigarettes relative to cigarettes, and associations with relative e-cigarette harm perceptions, e-cigarette use and interest. *Addiction*, 118(10):1881-1891.

Gratale, S. K., Ganz, O., Talbot, E. M., Pearson, J. L., Delnevo, C. D., & Wackowski O. A. (2023). L&M's foray into marketing "natural" cigarettes. Ad Watch. *Tobacco Control*, Published Online First, doi: 10.1136/tc-2022-057770.

Chen-Sankey, J. C., Elhabashy, M., **Gratale, S. K.,** Geller, J., Mercincavage, M., Strasser, A. A., Delnevo, C. D., Villanti, A. C., Jeong, M., & Wackowski O. A. (2023). Examining visual attention to tobacco marketing materials among young adult smokers: Protocol for a remote webcam-based eye-tracking experiment. *JMIR Research Protocols*, 12:e43512.

Ganz, O., Wackowski, O. A., **Gratale, S. K.,** Chen-Sankey, J., Safi, Z., & Delnevo, C. D. (2022). The Landscape of Cigar Marketing in Print Magazines from 2018–2021: Content, Expenditures, Volume, Placement and Reach. *International Journal of Environmental Research and Public Health*, 19(23):16172.

Gratale, S. K., Jeong, M., Sidhu, A. K., Safi, Z., Strasser, A. A., Delnevo, C. D., & Wackowski, O. A. (2022). Young adults' cigarillo risk perceptions, attention to warning labels and perceptions of proposed pictorial warnings – a focus group study. *BMJ Open*, 12(6):e061064.

Gratale, S. K., Teotia, A., Chen-Sankey, J., Ganz, O., Delnevo, C. D., Strasser, A. A., & Wackowski, O. A. (2022). Cigar warning noticing and demographic and usage correlates: Analysis from the United States Population Assessment of Tobacco and Health Study, Wave 5. *International Journal of Environmental Research and Public Health*, 19(6), 3221.

- Wackowski, O. A., **Gratale, S. K.**, Jeong, M., Delnevo, C. D., Steinberg, M. B., & O'Connor, R. J. (2022). Over 1 year later: smokers' EVALI awareness, knowledge and perceived impact on e-cigarette interest. *Tobacco Control*, 32:e255-e259.
- Gratale, S. K.**, Ganz, O., Wackowski, O. A., & Lewis, M. J. (2022). Naturally leading: a content analysis of terms, themes and word associations in Natural American Spirit advertising, 2000–2020. *Tobacco Control*, 32:583-588.
- Wackowski, O. A., **Gratale, S. K.**, Rashid, M. T., Greene, K., & O'Connor, R. J. (2021). Exploring the implications of modified risk claim placement in tobacco advertising. *Preventive Medicine Reports*, 24, 101608.
- Gratale, S. K.**, Sangalang, A., Maloney, E. K., & Cappella, J. N. (2019). Attitudinal spillover from misleading natural cigarette marketing: An experiment examining current and former smokers' support for tobacco industry regulation. *International Journal of Environmental Research and Public Health*, 16(19), 3554.
- Gratale, S. K.**, Maloney, E. K. & Cappella, J. N. (2019). Regulating language, not inference: An examination of the potential effectiveness of Natural American Spirit advertising restrictions. *Tobacco Control*, 28(e1):e43-e48.
- White, B. X., Chan, M. P. S., Repetto, A., **Gratale, S.**, Cappella, J. N., & Albarracín, D. (2018). The Role of Attitudes in the Use of Tobacco, Alcohol, and Cannabis. In Albarracín & Johnson (Eds.), *Handbook of Attitudes, Volume 2: Applications* (pp. 31-66). New York: Routledge.
- Gratale, S. K.**, Maloney, E. K., Sangalang, A., & Cappella, J. N. (2018). Influence of Natural American Spirit advertising on current and former smokers' perceptions and intentions. *Tobacco Control*, 27(5), 498-504.
- Pollock, J.C., **Gratale, S.**, Teta, K., Bauer, K., & Hoekstra, E. (2014). Nationwide newspaper coverage of immigration reform: A community structure approach. *Atlantic Journal of Communication*, 22(3-4), 259-274.
- Pollock, J.C., **Gratale, S.**, Anas, A., Kaithern, E., & Johnson, K. (2014). Nationwide newspaper coverage of posttraumatic stress: A community structure approach. *Atlantic Journal of Communication*, 22(3-4), 275-291.
- Wissel, D., Ward, K., Pollock, J.C., Hipper, A., Klein, L., & **Gratale, S.** (2014). Cross-national coverage of water handling: A community structure approach. *Atlantic Journal of Communication*, 22(3-4), 193-210.
- Pollock, J.C., Piccillo, C., Leopardi, D., **Gratale, S.**, & Cabot, K. (2005). Nationwide newspaper coverage of Islam post-September 11: A community structure approach. *Communication*

Research Reports, 22(1), 15-27.

RESEARCH & CONFERENCE PRESENTATIONS

- Gratale, S. K.**, Mercincavage, M., & Wackowski, O. A. (2023, October). *Combating misperceptions about Very Low Nicotine Content (VLNC) cigarettes via inoculation strategies*. Presented in a symposium at the 2023 National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD.
- Pearson, J. L., Ohman-Strickland, P., **Gratale, S. K.**, Ganz, O. & Wackowski, O. A. (2023, March). *Longitudinal relationship between belief that some cigarettes are less harmful, switching to Natural American Spirit, and belief that one's own brand is less harmful: Results from Waves 1-5 of the PATH study*. Poster presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
- Gratale, S. K.**, Mercincavage, M., Pearson, J. L., & Wackowski, O. A. (2022, October). *Consumer (mis)perceptions of the safety and composition of Natural American Spirit's new "Sky" cigarettes*. Poster presented at the 2022 National Institutes of Health Tobacco Regulatory Science Meeting, Bethesda, MD.
- Mercincavage, M., Waugh, L. K., Wackowski, O. A., **Gratale, S. K.**, Pearson, J. L., & Strasser, A. A. (2022, October). *Preliminary findings from a pilot study of charcoal filtration and package color effects on cigarette perceptions, use intentions, and changes in carbon monoxide*. Presented as a panel session at the 2022 National Institutes of Health Tobacco Regulatory Science Fall Meeting, Bethesda, MD.
- Gratale, S. K.** & Cappella, J. N. (2022, May). *Using "Deception" to Protect Truth: Disclosing Prior Source Deception to Inoculate against Health Misinformation from that Source*. Presented at the annual meeting of the International Communication Association, Paris, FR (virtual).
- Wackowski, O. A., **Gratale, S. K.**, & O'Connor, R. (2022, March). *Perceived message effectiveness and source trust for e-cigarette and modified risk messages*. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
- Wackowski, O. A., **Gratale, S. K.**, Jeong, M., Delnevo, C., Steinberg, M., & O'Connor, R. (2022, March). *Over one year later – EVALI awareness, knowledge and impact on e-cigarette use interest among smokers and young adult non-smokers*. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.
- Drake, C., Wackowski, O., **Gratale, S. K.**, Ganz, O., Ohman-Strickland, P., & Pearson, J. (2022, March). *Sociodemographic and smoking characteristics associated with belief that organic tobacco products are less harmful than conventional tobacco products among US adults and smokers – results from Wave 4 of the PATH study*. Presented at the Society for Research on Nicotine & Tobacco Annual Meeting, Baltimore, MD.

Gratale, S. K., Ganz, O., Delnevo, C. D., & Wackowski, O. A. (2021, October). *Associations of cigar warning label noticing and risk perceptions/harm cognitions, among Population Assessment of Tobacco and Health Wave 4 cigar users.* Presented at the National Institutes of Health Tobacco Regulatory Science Fall Meeting, Bethesda, MD (held virtually).

Wackowski, O. A., **Gratale, S. K.,** Safi, Z., Rashid, M., Miller Lo, E., & Lewis, M.L. (2021, October). *“Natural”, “Healthier”, “Eye-Catching”:* A Thematic analysis of young adult focus groups exploring perceptions of Natural American Spirit marketing and pictorial warning labels. Presented at the National Institutes of Health Tobacco Regulatory Science Fall Meeting, Bethesda, MD (held virtually).

Gratale, S. K. & Cappella, J. N. (2021, May). *Dismantling the art of deception: Using “Inoculation” to combat misinformation from misleading cigarette advertising.* Presented at the annual meeting of the International Communication Association, Denver, CO (held virtually).

Sangalang, A. & **Gratale, S. K. (2021, May).** *Differences Between Prescription Stimulant Use Intenders vs. Non-Intenders on Misperceptions.* Presented at the annual meeting of the International Communication Association, Denver, CO (held virtually).

Gratale, S.K. & Cappella, J.N. (2021, February). *Inoculating against the disease of misinformation: Natural American Spirit advertising.* Poster presented at the annual meeting of the Society for Research on Nicotine & Tobacco (held virtually).

Sangalang, A., **Gratale, S. K.,** & Biery, E. (2020, April). *Identifying young adults’ misperceptions surrounding prescription stimulant misuse.* Presented at the annual meeting of the International Communication Association, Gold Coast, AU (held virtually).

Gratale, S. K. (2019, October). *Inoculating against misinformation from misleading natural cigarette advertising.* Poster presented at National Institutes of Health Tobacco Regulatory Science Fall Meeting, Bethesda, MD.

- Selected for oral “flash” presentation as a top-scoring submission.

Gratale, S. K. (2019, May, October). *Inoculating against misinformation: A theoretical application to health-related advertising.* Presented at the annual meeting of the International Communication Association, Washington, DC.

Gratale, S. K., Sangalang, A., Maloney, E. K., Ophir, Y. & Cappella, J. N. (2019, May). *Inoculating against health misinformation: An application to misleading cigarette advertising.* Presented at the annual meeting of the International Communication Association, Washington, DC.

- Maloney, E. K., **Gratale, S. K.**, Ophir, Y., Sangalang, A. & Cappella, J. N. (2019, May). *Belief echoes in corrective advertising: Testing enhanced correctives to debunk tobacco-related misinformation*. Presented at the annual meeting of the International Communication Association, Washington, DC.
- Sangalang, A. & **Gratale, S. K.** (2019, May). *GIFTS: Public Speaking "Infinity War"*. Poster presented at the annual meeting of the International Communication Association, Washington, DC.
- Gratale, S. K.**, Maloney, E. K. & Cappella, J. N. (2018, June). *Persistent misinformation effects of Natural American Spirit advertising*. Poster presented at National Institutes of Health Tobacco Regulatory Science Fall Meeting, Bethesda, MD.
- Gratale, S. K.**, Sangalang, A., Maloney, E. K. & Cappella, J. N. (2018, May). *The influence of natural cigarette advertising on tobacco control policy support*. Presented at the annual meeting of the International Communication Association, Prague, CR.
- Gratale, S. K.**, Sangalang, A. & Cappella, J. N. (2018, April). *Natural cigarette advertising: Perceived effectiveness by smoker type*. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Gratale, S. K.**, Maloney, E. K., Sangalang, A. & Cappella, J. N. (2017, March). *Examining the effects of Natural American Spirit advertising on current and former smokers' perceptions and intentions*. Poster presented at the annual meeting of the Society for Research on Nicotine & Tobacco, Florence, IT.
- Gratale, S. K.** (2016, November). *Information, trust and system-based health behaviors*. Presented at the annual convention of the National Communication Association, Philadelphia, PA.
- Pollock, J.C., **Gratale, S.**, Teta, K., Bauer, K., & Hoekstra, E. (2014, November). *Nationwide newspaper coverage of immigration reform: A community structure approach*. Presented at the annual convention of the National Communication Association, Chicago, IL.
- Pollock, J.C., **Gratale, S.**, Anas, A., Kaithern, E., & Johnson, K. (2014, November). *Media coverage of posttraumatic stress: A community structure approach*. Presented at the annual convention of the National Communication Association, Chicago, IL.
- Gratale, S.**, Hagert, J. & Dey, L. (2005, November). *International newspaper coverage of United Nations' efforts to reduce the incidence of HIV/AIDS: A community structure approach*. Presented at the annual convention of the National Communication Association, Boston, MA.
- *Stephen A. Smith Award* for best co-authored paper

Griffiths, S., **Gratale, S.**, Gaughan, C. & Pollock, J. C. (2005, November). *Nationwide newspaper coverage of ethnic profiling since September 11th: A community structure approach*. Presented at the annual convention of the National Communication Association, Boston, MA.

Gratale, S., Hagert, J. and Dey, L. & Pollock, J. C. (2005, May). Findings from *International newspaper coverage of United Nations' efforts to reduce the incidence of HIV/AIDS: A community structure approach*. Poster presented at the annual meeting of the International Communication Association, New York, NY.

Gaughan, C., **Gratale, S.** & Griffiths, S. (2005, April). *Nationwide newspaper coverage of a Medicare prescription drug benefit: A community structure approach*. Presented at the annual convention of the Eastern Communication Association, Pittsburgh, PA.

- *Top Undergraduate Paper in the Health Division*

Student Coordinator, United Nations/International Communication Task Force, 2004 – 2005.

- Under professor's guidance, led a student research team assisting the United Nations in collecting data regarding public information access.

TEACHING EXPERIENCE

Adjunct Professor, Public Health Communication/Risk Communication, Spring 2021, 2022
Rutgers University, School of Public Health

Served as the instructor for a Masters-level course in Public Health Communication/Risk Communication. Designed a curriculum covering a range of topics related to health and risk communication, including health communication theory, public health campaigns, interpersonal health communication, risk messaging principles, as well as special issues of misinformation and health disparities. Incorporated instructor lectures, weekly news topics, student critiques, class discussion and guest speakers into class content. Evaluated students on a variety of factors, including presentations, written analyses and in-class activities.

Adjunct Professor, Speech Communication, Fall 2018 (2 sections)

Baruch College, City University of New York, Department of Communication Studies

Served as the instructor for the Speech Communication course, a college requirement for all disciplines. Created a syllabus including numerous speech applications, including academic, business/professional, social and political settings. Incorporated instructor lectures, student critiques, class discussion and guest speakers into class content to engage students. Evaluated students on a variety of factors, including speeches, written analyses and in-class activities.

Teaching Fellow, Introduction to Communication Research, Fall 2017

University of Pennsylvania, Annenberg School for Communication

Served as a teaching fellow for the required PhD research methods course. Led presentations and reviews on quantitative methods and analysis. Reviewed assignments, met with students and provided feedback. Consulted with the instructor regarding focus areas for review.

Adjunct Professor, Persuasion, Summer 2016, 2017 (4 sections)

Baruch College, City University of New York, Department of Communication Studies

Served as the instructor for Persuasion. Designed an interactive syllabus with applications to rhetoric, politics, advocacy, social psychology and advertising. Incorporated lectures, class discussion and guest speakers into weekly presentations. Evaluated students on a wide range of activities, including applied assignments, research projects, presentations and examination.

Teaching Assistant, Research Methods; International Communications, Fall 2004, Fall 2005

The College of New Jersey, Department of Communication Studies

Acted as a Teaching Assistant for the required Research Methods course and the International Communication course. Led class lecture on selected course days. Offered guidance during group meetings regarding course projects. Provided tutorials on quantitative analysis required for student papers. Responded to student inquiries.

INVITED ENGAGEMENTS

Invited Guest – Public Speaking, *Department of Communication, University of Dayton*, April 2018.

Commencement Keynote Speaker, *Department of Communication Studies, The College of New Jersey*, May 2013.

Speaker, Honors Program Graduating Senior Reception, *The College of New Jersey*, April 2013.

AWARDS & HONORS

Mentored Research Scientist Career Development Award in Tobacco Regulatory Research,

Recipient, December 2023-December 2028

National Institutes of Health, National Cancer Institute

Awarded a highly competitive K01 from the National Cancer Institute supporting research into the evolution of suggestive advertising for “natural” tobacco products and implications for vulnerable youth/young adults, as well as training activities in multiple research methodologies.

Russell Ackoff Doctoral Student Fellowship Grant, Recipient, 2019-2020

University of Pennsylvania, Wharton School, Risk Management and Decision Processes Center

Awarded a competitively selected grant for doctoral dissertation research related to decision-making and behaviors under risk and uncertainty.

James D. Woods Award, Outstanding Graduate Teaching Assistant, May 2018

University of Pennsylvania, Annenberg School for Communication

Received university award for excellence in teaching for my work as a doctoral Teaching Fellow.

Pi Alpha Alpha Honor Society

The George Washington University, Trachtenberg School of Public Policy & Public Administration

The Honor Society of Phi Kappa Phi

The College of New Jersey

Golden Key International Honour Society

The College of New Jersey

Communications Studies Department Faculty Award, May 2006

The College of New Jersey

Presented to the top student in the Communication Studies graduating class.

Honors Program, September 2002 – May 2006

The College of New Jersey

Merit Scholar, September 2002 – May 2006

The College of New Jersey

SERVICE & ACTIVITIES

Article Reviewer, 2018 – Present

- Journals: *Tobacco Control, Nicotine & Tobacco Research, Health Communication, International Journal of Communication, Health Education & Behavior, International Journal of Environmental Research & Public Health*
- International Communication Association and Society for Research on Nicotine & Tobacco annual meetings

Professional Development Committee member, 2017 –2018

University of Pennsylvania, Annenberg School for Communication

Served on the committee responsible for planning professional development events for doctoral students, including the annual Annenberg alumni networking event. Moderated panel discussing strategies, challenges and rewards of teaching in different university settings for the 2017 Professional Development Day.

Planning Committee Member, Annenberg Graduate Student Symposium, March 2016

University of Pennsylvania, Annenberg School for Communication

Served on the strategic planning committee for the annual graduate research symposium.

Team in Training Mentor, 2009 – 2010

National Capital Area Chapter

Conducted charity fundraising activities and completed two half-marathons for the Leukemia & Lymphoma Society. Served as a mentor/captain for team activities.