

**Betsy J. Blosser**

Broadcast & Electronic Communication Arts  
San Francisco State University  
San Francisco, CA 94132  
bblosser@sfsu.edu  
(415) 338-1787 – Dept.

**EDUCATION** Stanford University, Graduate School of Education, Stanford, California –  
Ph.D., March 1983.

Dissertation title: “Television for Cultural Affirmation: An Approach to  
Formative Research.” Completed in August 1982.

Harvard University, Graduate School of Education, Cambridge, Massachusetts –  
C.A.S. (Certificate of Advanced Study), June 1978.

Concentration in Children’s Television within program in Human  
Development.

Northeastern Illinois University, Chicago, Illinois – M.A., February 1978.

Earned at the Center for Inner City Studies in the field of Inner City  
Studies with an emphasis on the Latino community.

Thesis title: “Bilingual Education: Inherent Doom for an Un-American  
Activity” (analysis of the federal perspective on bilingual education from  
1968-1977) – completed in August 1977.

State University College, Geneseo, New York – Summer 1973.

Workshop for Teachers of Migrant Children conducted at New York State  
Migrant Center.

Merrill-Palmer Institute, Detroit, Michigan – 1971-1972.

Graduate work in child development in the urban setting.

University of Michigan, Ann Arbor, Michigan – B.A., December 1970.

Double major in American Studies and Spanish.

One year of undergraduate work earned at the University of Madrid,  
Madrid, Spain, through New York University – 1968-69.

**EXPERIENCE** San Francisco State University, San Francisco, California.

August 1988 – Present – Professor.  
Broadcast & Electronic Communication Arts Department.

Fall 2005 & Fall 2006 – Chair, IRB 2; Spring 2006- Spring 2008 – Chair, IRB 1 & 2

Committee for the Protection of Human Subjects.

August 1990 – July 2004 – Graduate Coordinator.

Broadcast & Electronic Communication Arts Department.

University of Illinois at Chicago, Chicago, Illinois.

September 1982 – August 1988 – Assistant Professor.

Department of Communication and Theatre.

Stanford University, Stanford, California.

Fall, Winter and Spring 1981-82 – Teaching Assistant.

With Professors Julian Blaustein and Decker Walker, collaborated on planning for joint M.A. program in Educational Film and Television, and designed and coordinated core seminar for that program.

Summer 1981 – Research Assistant.

With Professor Donald F. Roberts, Department of Communication, conducted study of children's implicit and explicit learning from the TV series, *Fat Albert*.

Winter and Spring 1980-81 – Teaching Assistant.

Communication and Children I & II, taught by Professor Donald F. Roberts, Department of Communication.

Fall 1980 – Instructor.

Designed and taught course entitled, "Television and the Exaggerated Image," addressing stereotypes and television, for the Department of Communication.

Summer 1980 – Research Assistant.

With Professor Donald F. Roberts, Department of Communication, conducted study to determine the age at which children distinguish between persuasive and informational television messages.

Spring 1980 – Coordinator of Lecture Series.

"The Media View Women/Women View the Media," sponsored by the Center for Research on Women (C.R.O.W.).

September 1979 – June 1980 – Coordinator for Area Committee.

Assisted Acting Chair of Social Sciences in Education Area Committee. Organized and conducted orientation activities. Set up colloquia and a graduate seminar. Coordinated meetings on admissions decisions. Facilitated communication among students and faculty.

June 1979 – April 1980 – Research Assistant.  
Curriculum and Teacher Education Study Committee. Constructed Questionnaires. Interviewed M.A. and Ph.D. students. Reported on study results on current status and future directions of the Stanford Teacher Education Program (STEP).

Center for Educational Research, Stanford University, Stanford, California.

June 1979 - March 1980 – Observer.  
Multi-Cultural Improvement of Cognitive Abilities (MICA) Project. Tested students in English and Spanish. Observed students in San Jose bilingual elementary school classrooms. Purchased and prepared project curriculum materials during summer.

September 1978 – June 1979 – Research Assistant.  
Program on Teaching and Linguistic Pluralism. Coded in-classroom discourse analysis data. Wrote and edited teacher workshop and teacher competency testing materials for teachers in bilingual education programs.

Midwest General Assistance Center, Milwaukee, Wisconsin.

June – August 1978 – Specialist.  
Coordinated Summer Institute on Language Assessment and Testing in Bilingual Education Programs. Provided technical assistance on Lau compliance to school districts. (MGAC is a “Lau Center” located at the University of Wisconsin – Milwaukee.)

Roxbury/Harvard School Program, Cambridge, Massachusetts.

September 1977 – June 1978 – Parent Outreach Coordinator.  
Directed parent component of court-ordered liaison between Harvard University and Boston’s Roxbury High School.

Educational Development Corporation, Newton, Massachusetts.

February – May 1978 - Student Intern.  
“A Language to Share” Project. Wrote curriculum unit on nonverbal communication.

Illinois Migrant Council, Chicago, Illinois.

December 1974 – September 1977 – Director of Education and Training.  
Administered C.E.T.A.-funded adult education programs. Developed Curricula. Trained teachers.

May – December 1974 – Regional Director.  
Administered educational and social service programs for migrant

farmworkers. Supervised staff for three-county region. Became first woman in agency to hold position.

January – May 1974 – Education Coordinator.  
Planned and coordinated educational programs for migrant farmworkers. Supervised and provided technical assistance to instructional staff in two regions.

Florida Department of Education, Migrant Section, Tallahassee, Florida.

September 1972 – August 1973 – E.S.L. Consultant.  
Offered technical assistance to and trained teachers in seven county school systems serving migrant children.

April – August 1972 – Special Consultant.  
Researched and wrote a plan for technical assistance to teachers of Spanish-speaking migrant children.

Merrill-Palmer Institute, Detroit, Michigan.

September 1971 – March 1972 – Research Assistant.  
Conducted library research on topics in family sociology.

Latin American Family Education Program, Gary, Indiana.

January – September 1971 – VISTA Volunteer.  
Taught E.S.L. and Spanish. Served as community organizer within Hispanic community.

Language Laboratory, University of Michigan, Ann Arbor, Michigan.

January – December 1970 – Laboratory Monitor.  
Operated laboratory equipment.

W.J. Maxey Boys' Training School, Whitmore Lake, Michigan.

September 1969 – December 1970 – Volunteer Tutor.  
Provided academic tutoring and organized recreational activities for teenage boys.

**PUBLICATIONS** Service learning in the world community: Video production in South America. In J.Z. Calderón (Ed.), *Race, poverty, and social justice*. Sterling, VA: Stylus, In press.

Through the “pantalla uruguaya”: The television environment for children in Uruguay. *Studies in Latin American Popular Culture*, in press.

Television, reading and oral language development: The case of the Hispanic child. *NABE Journal*, 13 (1). 1988, 21-42.

Blosser, B.J. & Lagana, Gretchen. Popular culture in the rare book and special collections department. *Journal of Popular Culture*, 23 (1). Summer 1989, 125-137.

*Living in English* (Rev. ed. of *English for Adult Living: Books One and Two*). Lincolnwood, IL: National Textbook, 1989.

Ethnic differences in children's media use patterns. *Journal of Broadcasting and Electronic Media*, 32 (4). Fall 1988, 453-470.

Nurturing via screen. A review of *Children in the cradle of television* by Edward L. Palmer. *Journal of Communication*, 38 (4). Autumn 1988, 174-177.

Modeling bilingualism on television: Shaping the linguistic environment. *NABE Journal*, 10 (2). Winter 1986, 83-111.

Blosser, B.J.; Levy, Susan R. & Holden, Janet A. Reaching the young on drunk driving and seatbelt use: A media proposal. *Public Health Reports*, 100 (6). Nov.-Dec. 1985, 675-677.

Blosser, B.J. & Roberts, Donald F. Age differences in children's perceptions of message intent: Responses to TV news, commercials, educational spots and public service announcements. *Communication Research*, 12 (4). October 1985, 455-484.

Bilingual education on television: Ensuring the cultural accuracy of a children's educational television series. In *Theory, technology, and public policy on bilingual education*. Washington, DC: National Clearinghouse for Bilingual Education. 1982, 277-298.

*English for Adult Living: Books One and Two*. (English as a second language/ adult performance level text). Silver Spring, MD: Institute of Modern Languages.

Federal vs. local control: Women respond to Sam Bernstein. *Conference Proceedings*, National Manpower and the Future of C.E.T.A., Illinois Management Training Institute, Chicago, Illinois, September 30, 1976.

*Survival Guide* (consumer education handbook for adult educators), Latin American Family Education Program, Gary, Indiana. 1976. Contributing Editor.

*An Annotated Bibliography of Adult English-as-a-Second-Language Materials*. Illinois ESL/ABE Service Center, Arlington Heights, Illinois, 1976. Evaluator.

**CONFERENCE PRESENTATIONS** La planificación de televisión infantil [The planning of television for children]. Presented at the first Prix Jeunesse Ibero American, Santiago, Chile. August 30, 2003.

Skillicorn, Kathleen, Filmer, Alice, & Blosser, B.J. Foundations for message design: Formative evaluation and social marketing. Presented at the Western Speech Communication Association Convention in Sacramento, California. February 2000.

The mass media and assimilation: Increasing or limiting equality. International Communication Association, Dublin, Ireland. June 25, 1990.

Intentionality and the role of television in acculturation among Latinos (listed in program as "The role of the media in Latino assimilation to U.S. society: Theoretical considerations"), International Communication Association, San Francisco, California. May 28, 1989.

The impact of media on children: Ethnic, cultural & design considerations for behavior change. With Dee Burton. American Public Health Association, Boston, Massachusetts. November 14, 1988.

Rules for television viewing: An examination of ethnic differences and parent-child consensus. With Katharine E. Heintz. International Communication Association, New Orleans, Louisiana. June 1, 1988.

Family communication patterns and mass media use among Latino adolescents. Midwest Association of Public Opinion Research, Chicago, Illinois. November 21, 1987.

Adler, Ilya & Blosser, B.J. Mass media, assimilation and political sources of information among Latinos in Chicago. Midwest Association of Public Opinion Research, Chicago, Illinois. November 21, 1987.

Language preferences and media choices: Latino use of the mass media. With Ilya Adler. El Español en los Estados Unidos VII, Iowa City, Iowa. October 16, 1987.

The bilingual child as viewer: A model of television, reading and second language proficiency. XXI Interamerican Congress of Psychology, Havana, Cuba. June 30, 1987.

Through the "pantalla uruguaya": The television environment for children in Uruguay. XXI Interamerican Congress of Psychology, Havana, Cuba. July 2, 1987.

Ethnic differences in media use patterns: A study of children, television, and other media. Conference on Culture and Communication, Philadelphia, Pennsylvania. October 9-11, 1986.

Children's understanding of themes in prosocial TV shows: A study of *Fat Albert and the Cosby Kids*. With Donald F. Roberts. International Communication Association (ICA) Conference, Chicago, Illinois. May 26, 1986.

The contribution of the mass media to English language proficiency: A preliminary exploration. American Educational Research Association (AERA) Annual Meeting, San Francisco, California. April 19, 1986.

Television, reading and oral language development: The case of the Hispanic child. National Association for Bilingual Education (NABE) Conference, Chicago, Illinois. April 3, 1986.

Reaching for the youth audience on drunk driving and seat belt use: Message design for a media campaign. With Susan R. Levy and Janet A. Holden. Summer Conference on Health Communication, Northwestern University, Evanston, Illinois. August 16, 1985.

Age differences in children's perceptions of message intent: An exploratory study. With Donald F. Roberts. International Communication Association Conference, Honolulu, Hawaii. May 25, 1985.

The Highway Safety Mass Media Youth Project: A media campaign aimed at drunk driving and seat belt use. With Susan R. Levy and Janet A. Holden. International Communication Association Conference, Honolulu, Hawaii. May 25, 1985.

Popular culture in the rare book room. With Gretchen Lagana. Popular Culture Association Fifteenth Annual Meeting, Louisville, Kentucky. April 3, 1985.

Modeling bilingualism on television: Shaping the linguistic environment. El Español en los Estados Unidos Conference, Chicago, Illinois. October 1984.

Television for cultural affirmation: An approach to formative research. International Communication Association, Dallas, Texas. May 1983.

Television for cultural affirmation: An approach to formative research. Conference on Culture and Communication, Philadelphia, Pennsylvania. March 1983.

Bilingual children's television: An approach to formative evaluation research. National Association for Bilingual Education, Detroit, Michigan. March 1982.

English for adult living - ESL integrates APL. Teachers of English to Speakers of Other Languages (TESOL) Convention, San Francisco, California. March 1980.

Bilingual education: The question of exit criteria. With Dr. Judith T. Guskin. National Association for Bilingual Education Conference, Seattle, Washington. May 1979.

Programs for linguistic minorities: The question of exit criteria. Teachers of English to Speakers of Other Languages (TESOL) Convention, Boston, Massachusetts. March 1979.

Bilingual education: Inherent doom for an un-American activity. Seventh Annual International Bilingual-Bicultural Education Conference, San Juan, Puerto Rico. April 1978.

Bilingual adult education. Seventh Annual International Bilingual-Bicultural Education Conference, San Juan, Puerto Rico. April 1978.

Will it work on television? Curriculum considerations for an ESL-TV series for adults. Teachers of English to Speakers of Other Languages (TESOL) Convention (in absentia), Mexico City, Mexico. April 1978.

Bilingual education for adults – What are the chances? Midwest Conference on Bilingual-Bicultural Education, Chicago, Illinois. November 1976.

The Illinois Migrant Council – Can a CETA program truly be bilingual-bicultural? Fifth Annual International Bilingual-Bicultural Education Conference, San Antonio, Texas.

**UNIVERSITY SERVICE** Center for Teaching and Faculty Development – September 2006 – present.

Creative Arts representative to Advisory Board.

Alcohol Advisory Committee, San Francisco State University – Fall 2006 –present.

Faculty Affairs Subcommittee – Fall 2006 – Spring 2008.

Promotions Committee, BECA Department – September 2006 – Spring 2007.

Chair.

HRT Committee, BECA Department – September 2006 – Spring 2010.

Task Force on Writing – April 2004 – October 2005.

Creative Arts representative.

Search Committee, Dean - Graduate Studies, 2003-2004 Academic Year.

H RTP Committee, Instructional Technology Department – Fall 2001 – Present.

Chair – 2003-2004.

Member – 2001-2003, 2004-present.



H RTP Committee, BECA Department.

Member – September 2000 – September 2003, September 1994 – May 1995.

Search Committee, Dean - College of Business, 2001-2002 Academic Year

H RTP Committee, Design and Industry Department – October 2000 – March 2001

Graduate Council, San Francisco State University – Fall 1990 – December 2005.

Representative for College of Creative Arts - Fall 1990 – December 2005.

Chair – September 1991 – June 1992, September 1999 – September 2001.

University Leave with Pay Committee – Fall 1999 – May 2003.

Faculty Senate, San Francisco State University – May 1989 – May 1992.

Chair – Firearms Control Committee – May – July 1991.

Member, Academic Policies Committee – May 1990 – May 1992.

Member, Academic Program Review Committee – May 1989 – May 1990.

Graduate Council, BECA Department – Fall 1988 – present.

Chair – Fall 1990 – July 2004.

Chair – Draper Award Committee – Spring 1983.

Chair – Selection and Evaluation of Teaching Assistants Subcommittee – Fall 1988 – Spring 1989.

University Written English Proficiency Committee, San Francisco State University – May 1993 – May 1996.

C.S.U. Student Research Competition – Spring 1991, 1992 & 1994.

Judge, School of Creative Arts, SFSU Competition – Spring 1994.

Coordinated local and state Creative Arts Competition – Spring 1992.

Coordinated SFSU School of Creative Arts Competition – Spring 1991.

Faculty Adviser – Latinos in Communication (student group) – Fall 1988 - Spring 1989.

Department Representative – Graduate Women’s Studies Program, University of Illinois at Chicago – Spring 1987 – August 1988.

Member – Advisory Committee, Department of Communication and Theater, UIC – September 1983 – September 1987.

Member – Committee on the Status of Women, UIC – Fall 1983 – August 1988.

Chair – Academic and Curriculum Subcommittee – January 1984 – September 1986.

Secured funding for, and coordinated, UIC lecture series, “The Imagemakers – Women and the Mass Media” – Winter 1984.

Member – Committee on Hispanic Education, UIC – Fall 1982 – August 1988.

Member – Women’s Studies Program Committee, UIC – 1983-84 academic year.

Member, Faculty Film and Television Cooperative, UIC – Spring 1983 – Spring 1984.

Faculty Adviser – *Commuter* student newspaper, UIC – Spring 1983 – Spring 1984.

Faculty Adviser – Students in Communication, UIC – 1983-84 academic year.

Student representative to Social Sciences in Education Area Committee, School of Education, Stanford University – January – December 1979.

**CONSULTING** Department of Communication, Pontificia Universidad Católica, Santiago, Chile.

August 25-26, 2003 – Presentations on “The BECA M.A. Program” and “Recommendations for a Masters Program in Children and Television” (in Spanish).

California Outreach for Independent Living (COIL) Project, Sacramento, CA.

March-October 2001 – Directed research for creation of public service Announcements for, and operation of, statewide demonstration project in which informational vans traveled within American Association on Aging service areas to provide elders and disabled adults with information on services to enable them to stay independently in their homes for as long as possible.

California Evergreen, San Rafael, California.

January 2000 – June 2003. Worked with Seniors Media Lab on funding proposal for television series on “aging well,” aimed at older adults. Had

proposal been funded, would have served as Director of Research.

Visiting Professor, UNIACC, Santiago, Chile.

July 1997 – Taught parallel courses in the design of educational television programs for faculty at Chilean university preparing to develop instructional programming for their students.

Hispanic Radio Network, Santa Fe, New Mexico.

September 1995 – May 1996 – Conducted formative evaluation of public service announcements (PSAs) for Spanish-language television, addressing driving safety and targeted to Latinos. Researched the use of media to reach Latinos on reproductive health issues. Wrote literature review based on that research, to prepare for the production of radio programs on reproductive health, under Kaiser Family Foundation grant.

KCET, Los Angeles, California.

Summer - Fall 1995 – Advised producers of “Storytime,” a program introducing children to children’s literature, on the production of a bilingual version entitled, “Storytime Para Tí.” Pilot aired nationally in Fall 1995.

Youth Entertainment Services (YES), Huntington Beach, Virginia.

April – December 1995 – Member of advisory team to develop a video and multimedia curriculum for at-risk students at Carlmont High School to encourage students to stay in school, develop video production and computer skills, and see the relationship between their academic work and the field of electronic media.

Rockman et al., San Francisco, California.

February 1992 – Summer 1993 – Conducted formative evaluation of video language arts and science series for at-risk elementary school students, for Galaxy Classroom Project, co-produced by WGBH, Hughes Aircraft, and Mazer Publishing Co. Tested English- and Spanish-language versions of video and accompanying student magazine. Reviewed Spanish-language scripts and translations of student print materials.

KQED, San Francisco, California.

Winter and Spring 1990 – Analyzed and reported on findings of survey conducted among users of instructional television in 41-county Northern California ITV Region for Department of Instructional Television.

Research Communications Ltd., Chestnut Hill, Massachusetts.

January 1990 – Conducted focus groups to evaluate locally produced, commercial television program among Bay Area viewers.

American Children's Television Festival, Chicago, Illinois.

August 1993 – Hosted, and served as judge on, panel to pre-screen television programs for children entered into the 1993 Ollie Awards competition.

National Geographic Society, Washington, D.C..

December 1988 – June 1989 – Conducted formative research on software and content for GTV, a videodisc designed to teach geography within American history at the middle-school level, co-produced by Lucas Film and Apple Computer.

Research Communications Ltd., Chestnut Hill, Massachusetts.

Served as Site Coordinator of evaluation of *3-2-1 Contact* science series for 8-12 year olds produced by Children's Television Workshop.

Children's Television Workshop, New York, New York.

September – December 1985 - Worked on formative evaluation for math series for 8-12 year olds (*Square One Television*). Served as Site Manager for Chicago research site.

Chicago Lung Association, Chicago, Illinois.

November 1984 – March 1985 – Collaborated on media component of five day curriculum for 5<sup>th</sup> and 6<sup>th</sup> graders on smoking prevention.

Encyclopaedia Britannica Film Corporation, Chicago, Illinois.

September 1981 – Provided workshop and consultation on formative evaluation research for management and creative staffs.

California Department of Education, Sacramento, California.

September 1980 – January 1981 – Consultant.

Author to Task Force on Educational Technology charged with drawing up a set of recommendations for the use of educational technology in California and for new legislation in educational technology.

San Mateo Community College District, San Mateo, California.

September 1980 – January 1981, May – June 1980 – Consultant.

Compiled profile of target audience of migrant farmworkers in California;

conducted workshops on formative research in preparation for production of television series designed to assist farmworkers to pass high school proficiency exam.

Children's Television Workshop, New York, New York.

Summer 1979 – Member of formative research team for *3-2-1 Contact*, a science series for 8-12 year olds.

California Department of Education, Sacramento, California.

Spring 1979 – Member of Bilingual Education Handbook Committee sponsored by the Office of Program Evaluation and Research. Wrote section of handbook to be disseminated to school districts.

Midwest National Origin Desegregation Assistance Center, Milwaukee, Wisconsin.

Winter 1978-79 – Co-authored series of booklets on language assessment, testing and evaluation in bilingual education programs.

De Avila, Duncan & Associates, Larkspur, California.

September 1978 - Wrote proposals for research in bilingual education.

Illinois Migrant Council, Chicago, Illinois.

August 1978 – Designed and conducted orientation and English-as-a second-language workshop for teachers of adult migrant farmworkers.

Northern Illinois University, DeKalb, Illinois.

Conducted workshop on cultural difference for graduate course on “Racism and Sexism in Education.”

Latin American Family Education Program, Gary, Indiana.

Spring 1976 – Served as Contributing Editor for handbook on consumer education for adult educators.

Chicago Urban Skills Center, Chicago, Illinois.

September 1976 – Presented workshop on reading in English as a second language for adults.

Northwestern University, School of Education, Evanston, Illinois.

Spring 1976 – Conducted Right to Read Workshop on reading in English as a second language for adults.

ESL/ABE Service Center, Arlington Heights, Illinois.

Spring 1976 – Served as evaluator of ESL textbooks written for adults.

**FLUENCY IN SPANISH** Entire full-time work experience prior to academic appointments was in bilingual environment.

Taught university courses in Spanish at Chilean and Uruguayan universities.

Field tested Spanish-language versions of video and print classroom material, and critiqued Spanish-language translations of print materials.

Designed and taught Spanish classes for public employees and community groups.

College student and summer exchange student in Madrid, Spain.

Translated informational literature for parents into Spanish.

**HONORS** Fulbright Lectureship, Santiago, Chile (Universidad Diego Portales and Universidad de Chile) – August – December 1992.

Fulbright Lectureship, Montevideo, Uruguay (Catholic University of Uruguay) – Summer 1986.

Golden Key National Honor Society, Honorary Member – October 1985.

Outstanding Young Woman of America – 1980.

Phi Delta Kappa – Harvard University – April 1978.

Alpha Lambda Delta – University of Michigan – April 1968.