

## ABBREVIATED CURRICULUM VITAE

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### MICHELLE A. WOLF

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San Francisco, California 94132  
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### Education

PhD in Communication-Mass Communication Theory, The University of Texas at Austin, 1984.

Dissertation: *How children process the production and narrative conventions of television.*

MA in Communication Theory and Mass Communication Studies, University of Massachusetts at Amherst, 1979.

## PROFESSIONAL ACHIEVEMENT AND GROWTH

### Publications

- Wolf, M. A., Krakow-Schulte, M., & Taff, R. (2012). Women with physical disabilities, body image, media, and self-conception. In R. A. Lind (Ed.), *Race/Gender/Media: Considering diversity across audiences, content, and producers* (3<sup>rd</sup> ed.) (pp. 50-56). New York, NY: Allyn & Bacon.
- Ibrahim, D., & Wolf, M. A. (2011). Television news, Jewish youth, and self-conception. In S. D. Ross & P. M. Lester (Eds.), *Images that injure: Pictorial stereotypes in the media* (3<sup>rd</sup> ed.). (2011). Westport, CT: Greenwood Publishing Group.
- Wolf, M. A., Decelle, D., & Nichols, S. 2009. Body image, mass media, self-concept. In R. A. Lind (Ed.), *Race/gender/media: Considering diversity across audiences, content and producers* (2<sup>nd</sup> ed.) (pp. 36-44). Boston, MA: Allyn & Bacon.
- Wolf, M. A. & Briley, K. 2007. Negotiating body image. In Nowakj, A, Abel, S., & Ross, K. (Eds.). *Rethinking media education: Critical pedagogy and identity politics* (pp. 131-148). Cresskill, NJ: Hampton Press.
- Wolf, M. A., & Ibrahim, D. (2110). The impact of television news on identity construction and self-conception of Jewish Diaspora. In [add editors] *Images that injure: Pictorial stereotypes in the media* (3<sup>rd</sup> ed.) (2010). Westport, CT: Greenwood Publishing Group.
- Wolf, M. A., Decelle, D., & Nichols, S. (2009). Body image, mass media, self-concept. In R. A. Lind (Ed.), *Race/gender/media: Considering diversity across audiences, content and producers* (2<sup>nd</sup> ed.) (pp. 36-44). Boston, MA: Allyn & Bacon. (Also published in 1<sup>st</sup> edition, 2004.)
- Wolf, M. A. & Briley, K. (2007). Negotiating body image In Nowakj, A., Abel, S., & Ross, K. (Eds.). (pp. 131-148). *Rethinking media education: Critical pedagogy and identity politics.*) Hampton Press, USA.
- Textbook contributor (Wadsworth). Crooks, R. L. & Baur, K. (2004). *Our sexuality* (with InfoTrac) (8<sup>th</sup> ed.). Pacific Grove, CA. Conducted the research for and updated all media-related entries and references for 12 chapters of the leading college textbook in human sexuality.
- Wolf, M. A., Decelle, D., & Nichols, S. (2003). Body image, mass media, self-concept. In R. A. Lind (Ed.), *Race/gender/media: Considering diversity across audiences, content and producers* (pp. 36-44). Boston, MA: Allyn & Bacon.
- Wolf, M. A., & Randolph, K., & Kielwasser, A. P. (2000). Selling sexual identity. In J. Biberman & A. Alkhafji (Eds.), *Business research yearbook, Vol. 7*. Saline, MI: McNaughton & Gunn.
- Wolf, M. A. (1999). What tomorrow will bring (contribution). *Centennial Magazine*, San Francisco State University.

- Wolf, M. A. (1997). Airwave art. *San Francisco Urban Institute Quarterly*, 1(3). San Francisco, CA: San Francisco Urban Institute.
- Henke, L. L., & Wolf, M. A. (1996). Parent intervention to prevent smoking: Using Joe Camel to teach children about smoking. In G. B. Wilcox (Ed.), *Proceedings of the 1996 Conference of the American Academy of Advertising*. Austin, TX: American Academy of Advertising.
- Kielwasser, A. P., & Wolf, M. A. (1994). Silence, difference, and annihilation: Understanding the impact of mediated heterosexism on high school students. *The High School Journal*, 77(1 & 2), 58-79.
- Wolf, M. A., & Chadwick, P. (1993). The mediated sexuality of physical disability. In B. F. Waxman & A. Finger (Eds.), *Anthology on reproductive and sexual rights and disability*. Los Angeles, CA: All the People.
- Wolf, M. A., & Kielwasser, A. P. (1993, August). *Evaluating the Mission High School Academic Fellowship Program: A qualitative survey of student participants*. New Ways to Work: San Francisco, CA.
- Kielwasser, A. P., & Wolf, M. A. (1992). Mainstream television, adolescent homosexuality and significant silence. *Critical Studies in Mass Communication*, 9(4), 350-373.
- Kielwasser, A. P., & Wolf, M. A. (1992). Straight talk: Heterosexism in broadcast education and research. *Feedback: Journal of the Broadcast Education Association*, 33(1), 6-10.
- Wolf, M. A., & Kielwasser, A. P. (1991). The body electric: Mass communication and human sexuality. *Journal of Homosexuality*, 21(1 & 2), 7-18.
- Wolf, M. A., & Kielwasser, A. P. (Eds.). (1991). *Gay people, sex, and the media*. Binghamton, NY: Haworth/Harrington Park.
- Kielwasser, A. P., & Wolf, M. A. (1990, October/November). TV guidance: Using program guides to help kids use TV. *The Bernal Journal*, p. 12.
- Wolf, M. A. (1990). *Journal of Communication*. Review of Levy, M. (1990). The VCR age: Home video and mass communication. Newbury Park, CA: Sage.
- Wolf, M. A., Morris, D., & Kielwasser, A. P. (1989). *Factfile #19: Resources on children and television*. Los Angeles, CA: The American Film Institute.
- Kielwasser, A. P., & Wolf, M. A. (1989). The appeal of soap opera: An analysis of process and quality in dramatic serial gratifications. *Journal of Popular Culture*, 23(2), 111-124.
- Trippe, S., & Wolf, M. A. (1989). *Developing community compacts: Roles for private industry councils*. Pleasanton, CA: The Industry Education Council of California.
- Wolf, M. A., & Kielwasser, A. P. (1987, Summer). Our televisions, ourselves. *The Children's News*, p. 21.
- Wolf, M. A., & Kielwasser, A. P. (1987, February). *Our televisions, ourselves: Some thoughts on children and televised violence*. Annual School-Age Child Care and Recreation Conference, Hayward, CA. (ERIC Document Reproduction Service No. ED 281 616)
- Trippe, S., Moorman, B., & Wolf, M. A. (1986). *Opening doors: Part-time employment strategies for youth. A practical how-to guide for schools and youth organizations*. San Francisco, CA: New Ways to Work.
- Trippe, S., & Wolf, M. A. (1986). *Opening doors: Job-sharing workbook*. San Francisco, CA: New Ways to Work.
- Wolf, M. A. (1986). How children negotiate television. In T. R. Lindlof (Ed.), *Natural audiences: Qualitative research of media uses and effects* (pp. 58-97). Norwood, NJ: Ablex.
- Wolf, M. A. (1986). Using non-traditional methods to assess children's understanding of television. In S. Thomas (Ed.), *Culture and communication: Methodology, behavior, artifacts, and institutions* (pp. 65-79). Norwood, NJ: Ablex.

- Wolf, M. A., Meyer, T. P., & White, C. (1982). A rules-based study of television's role in the construction of social reality. *Journal of Broadcasting*, 26(4), 813-829.
- Wolf, M. A., Abelman, R., & Hexamer, A. (1981). Children's understanding of television: Some methodological considerations and a question-asking model for receivership skills. In M. Burgoon (Ed.), *Communication yearbook 5* (pp. 405-431). New Brunswick, NJ: Transaction.
- Wolf, M. A., Hexamer, A., & Meyer, T. P. (1981). Research on children and television: A review of 1980. In M. Burgoon (Ed.), *Communication yearbook 5* (pp. 353-368). New Brunswick, NJ: Transaction.
- Schement, J. R., Meyer, T. P., Wolf, M. A., & Hexamer, A. (1981). *The Mexican-American population in San Antonio: Demographic, media, and consumer characteristics*. Los Angeles, CA: Grove.
- Zillmann, D., Williams, B. R., Bryant, J., Boynton, K. R., & Wolf, M. A. (1980). Acquisition of information from educational television programs as a function of differently paced humorous inserts. *Journal of Educational Psychology*, 72, 170-180.

### **Creative Work**

*Body image: The quest for perfection*. (1999).

30-minute documentary featuring my research. Produced for classroom, workshop, family (educational) use. Body image and media literacy focus.

Briley, K [Producer], Khani, H. [Director].

San Francisco, CA: Olive Tree Productions.

Released for distribution January 2000. Aired on KQED-TV, March 31, 2002.

2001. 1st Place Award, National Council on Family Relations Media Awards (juried).

2001. Honoree, Western Psychological Association.

2001. Honoree, National Media Education Conference.

### **Conference Papers and Panel Presentations**

- Wolf, M. A., Schulte Krakow, M. S., & Morahan, T. (2010, November). *Television, media representation and self-conception: How gay, bisexual, and heterosexual men talk about television's construction of body*. Peer-reviewed paper presented at the National Communication Association 96th Annual Convention, San Francisco, CA.
- Ibrahim, D., & Wolf, M. A. (2010). The impact of television news on self-conception of Jewish Diaspora. Peer-reviewed paper presented at the annual meeting of the International Communication Association, Singapore.
- Wolf, M. A. (2000, November). *Media education and the pedagogy of personal experience*. Panel title: Interdisciplinary critical engagement: The promise and challenge of transformative pedagogy in introductory courses. Peer-reviewed panel/paper presented at the annual meeting of the National Communication Association. Seattle, WA.
- Wolf, M. A., Brewer, S., & Noto, M. (2000, June). *Information seeking about the self: The role of mass media in the lives of transsexual youth*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. Acapulco, Mexico.
- Wolf, M. A., Randolph, K. & Kielwasser, A. P. (2000, March). *Gender dynamics and television programming*. Peer-reviewed paper presented at the annual meeting of International Academy of Business Discipline. Las Vegas, NV.
- Wolf, M. A. & Brewer, S. (1999, May). *Transsexual youth, mass media and self-concept*. Panel title: Studies of Youth Culture and Popular Communication: Multi-Divisional Perspectives. Peer-reviewed paper presented at the annual meeting of the International Communication Association. San Francisco, CA.

- Nichols, S., & Wolf, M. A. (1999, May). *A feminist critique of the news media's contest between Hillary Clinton and Elizabeth Dole for First Lady during the 1996 presidential campaign*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. San Francisco, CA.
- Wolf, M. A., Decelle, D., Nichols, S., & Houlberg, R. (1998, November). *Television, body, self: How men (18 to 35 years) of different sexual orientations relate to television's construction of body*. Peer-reviewed paper presented at the annual meeting of the National Communication Association. New York, NY.
- Wolf, M. A., Nichols, S., & Decelle, D. (1997, February). *Television, body, self: How women (18 to 33 years) of different sexual orientations relate to television's construction of body*. Peer-reviewed paper presented at the annual meeting of the Western States Communication Association. Monterey, CA.
- Henke, L. L., & Wolf, M. A. (1996, March). *Parent intervention to prevent smoking: Using Joe Camel to teach children about smoking*. Peer-reviewed paper presented at the annual meeting of the American Academy of Advertising. Vancouver, BC, Canada.
- Wolf, M. A., Houlberg, R., & DeBoer, M. S. (1995, February). *The cultivation of female sex roles in network television advertisements*. Peer-reviewed paper presented at the annual meeting of the Western States Communication Association. Portland, OR.
- Kielwasser, A. P., & Wolf, M. A. (1993, April). *Heterosexism, homotexualities, and the canonical classroom*. Peer-reviewed, invited paper presented at the annual meeting of the Broadcast Education Association. Las Vegas, NV.
- Chadwick, P., & Wolf, M. A. (1991, June). *Love, romance, sex and mediated images of people with physical disabilities*. Peer-reviewed paper presented at the annual meeting of the Society for Disability Studies. Oakland, CA.
- Kielwasser, A. P., & Wolf, M. A. (1991, February). *The sound (and sight) of silence: Notes on television and the communication ecology of adolescent homosexuality*. Peer-reviewed paper presented at the annual meeting of the Western States Communication Association. Phoenix, AZ. (ERIC Document Reproduction Service No. ED 332 242)
- Kielwasser, A. P., & Wolf, M. A. (1989, May). *The limitations of imagining: Social cognition and the effects of mass communication*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. New Orleans, LA.
- Kielwasser, A. P., & Wolf, M. A. (1989, February). *TV guidance: Using program guides to help kids use TV*. Presented at the annual meeting of the School-Age Child Care and Recreation Conference. Hayward, CA.
- Wolf, M. A., & Kielwasser, A. P. (1989, October). *Television fantasy and reality from a child's frame of reference*. Peer-reviewed paper presented at the annual meeting of the International Conference on Culture and Communication. Temple University, Philadelphia, PA.
- Wolf, M. A., Hecht, J., & Kielwasser, A. P. (1989, October). *The intrapersonal uses of music*. Peer-reviewed paper presented at the annual meeting of the International Conference on Culture and Communication. Temple University, Philadelphia, PA.
- Kielwasser, A. P., Wolf, M. A., & Meyer, T. P. (1989, October). *Toward a phenomenological-longitudinal model of media gratification processes*. Peer-reviewed paper presented at the annual meeting of the International Conference on Culture and Communication. Temple University, Philadelphia, PA. (ERIC Document Reproduction Service No. ED 312 720)
- Kielwasser, A. P., & Wolf, M. A. (1988, May). *Thinking about television: Toward a social cognition theory of mass communication*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. New Orleans, LA. (ERIC Document Reproduction Service No. ED 312 719)

- Kielwasser, A. P., & Wolf, M. A. (1988, February). *The appeal of soap opera*. Peer-reviewed paper presented at the annual meeting of the Western Speech Communication Association. San Diego, CA. (ERIC Document Reproduction Service No. ED 312 718)
- Kielwasser, A. P., & Wolf, M. A. (1987, February). *Our televisions, ourselves: Some thoughts on children and televised violence*. Presented at the annual meeting of the School-Age Child Care and Recreation Conference. Hayward, CA. (ERIC Document Reproduction Service No. ED 281 616)
- Wolf, M. A., & Smith, J. (1984, February). *An observational analysis of viewer's news perceptions*. Peer-reviewed paper/panel proposal presented at the annual meeting of the Western Speech Communication Association. Seattle, WA.
- Wolf, M. A. (1984, June). *Writing a qualitative doctoral dissertation*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. San Francisco, CA.
- Wolf, M. A. (1984). *A qualitative study of how children process the production and narrative conventions of television*. Unpublished doctoral dissertation, College of Communication. The University of Texas at Austin, Austin, TX.
- Wolf, M. A. (1983, October). *Using non-traditional methods to assess children's understanding of television*. Peer-reviewed paper presented at the annual meeting of the International Conference on Culture and Communication. Temple University. Philadelphia, PA.
- Wolf, M. A., & Schement, J. R. (1982, June). *Individual versus institutional research: An overview of basic assumptions and appropriate methodologies*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. Boston, MA.
- Wolf, M. A., & Meyer, T. P., & White, C. (1982, June). *An ethnomethodological study of television's role in the construction of social reality*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. Boston, MA.
- Wolf, M. A. (1982, June). *The role of mental imagery in the child's processing of mediated content*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. Boston, MA.
- Wolf, M. A., & Meyer, T. P. (1981, June). *New developments in selective perception and media impact research: A case study of M\*A\*S\*H and its audience*. Peer-reviewed paper presented at the annual meeting of the Speech Communication Association. Minneapolis, MN.
- Wolf, M. A. (1981, June). *Television and mental imagery: Some directions for future research*. Peer-reviewed paper presented at the annual meeting of the International Communication Association. Minneapolis, MN.
- Cascallar, E., Weinstein, C. E., & Wolf, M. A. (1981). *Effects of imaginal encoding on a paired associate learning task: Variables influencing recall*. Peer-reviewed paper presented at the annual meeting of the Southwest Educational Research Association. Dallas, TX.
- Wolf, M. A. (1981). *Children and television: Some directions for future research*. Peer-reviewed paper presented at the annual meeting of the Southern States Speech Communication Association. Austin, TX.
- Wolf, M. A., & Hexamer, A. (1980, June). *Children and television commercials: A look at the child's frame of reference*. "Top Three" peer-reviewed paper presented at the annual meeting of the International Communication Association. Acapulco, Mexico.
- Hexamer, A., & Wolf, M. A. (1979). *Getting students to think about television: Question-asking as a teaching model*. Peer-reviewed paper presented at the annual meeting of the National Council of Teachers of English. San Francisco, CA.

## HONORS AND AWARDS

- 2009 Sabbatical Leave With Pay, San Francisco State University [Spring].
- 2008-09 California State Faculty Development Mini Grant, San Francisco State University.
- 2007 SFSU Sarlo Excellence in Teaching Award, sponsored by the Sarlo Foundation of the Jewish Community Endowment Fund, (first SF State recipient).
- 2004-06 Special appointment as Assistant to Dean of Faculty Affairs (part time).
- 2003 *Body Image: The Quest for Perfection*. Honors and awards:  
2001. First Place, National Council on Family Relations Media Awards (juried).  
2001. Honoree, Western Psychological Association.  
2001. Honoree, National Media Education Conference.  
Aired on 21 PBS stations nationwide. Aired locally on KQED-TV, 3/31/02.
- 2001 Sabbatical Leave With Pay, San Francisco State University.
- 2000 Faculty Merit Salary Increase Award.
- 1999 Faculty Merit Salary Increase Award.
- 1998 Performance Step Salary Increase Award.
- 1998 California State Research and Professional Development Mini Grant of \$5,000 to support Body Image Research Project, San Francisco State University.
- 1997-98 Award for Combining Research and Teaching/Classroom Action Research, Recognition of Excellence in Teaching, Center for the Enhancement of Teaching, San Francisco State University.
- 1997 Performance Step Salary Increase Award.
- 1997 California State Faculty Development Grant, San Francisco State University.
- 1995 California State Faculty Development Grant, San Francisco State University.
- 1994 Sabbatical Leave With Pay, San Francisco State University.
- 1993 Outstanding Published Article of the Year Award for "Mainstream Television, Adolescent Homosexuality and Significant Silence." Published in *Critical Studies in Mass Communication*, 9(4), 350-373. Presented at the 16th annual meeting of the Organization of Society, Language, and Gender.
- 1993 California State Faculty Development Grant, San Francisco State University.
- 1990 Meritorious Professional Performance and Promise Award, San Francisco State University.
- 1989 California State Lottery Grant for Distinguished Visiting Scholar Series, San Francisco State University.
- 1988 Meritorious Professional Performance and Promise Award, San Francisco State University.
- 1987 Meritorious Professional Performance and Promise Award, San Francisco State University.
- 1986 Meritorious Professional Performance and Promise Award, San Francisco State University.
- 1986 California State Lottery Grant for Distinguished Visiting Scholar Series, San Francisco State University.
- 1986 California State Faculty Development Grant, San Francisco State University.
- 1984 Affirmative Action Development Grant, San Francisco State University.

## PROFESSIONAL SERVICE

### **Lectures - Panels – Symposia - Workshops**

Lecture. (2006, April). Teaching Qualitative Research and Media Audience Analysis. Airlangga University. Department of Communication and Media Studies. Surabaya, Indonesia.

Lecture. (2006, April). Teaching Media and Social Issues to Graduate Students. Airlangga University. Department of Communication and Media Studies. Surabaya, Indonesia.

Lecture. (2006, April). New Developments in Teaching Electronic Media Theory and Research. The University of Indonesia. Department of Communication. Jakarta, Indonesia.

Lecture. (2000, October). Children and Advertising: Reporting Research Findings to the Public. Sponsored by the Roe Byfield Company. London, England.

Panel Respondent. (1999, May). Analyzing the Audience Experience. Annual meeting of the International Communication Association. San Francisco, CA.

Panel Presenter. (1999, May). ICA: Profiling TV Advisory Ratings Users. Annual meeting of the International Communication Association. San Francisco, CA.

Panel Sponsor. (1998, June). Keynote Panel: Media Literacy in a Multicultural Society. Annual meeting of the Union for Democratic Communications. University of San Francisco.

Panel Sponsor. (1998, June). Keynote Panel: Alternative Media. Annual meeting of the Union for Democratic Communications. University of San Francisco.

Panel Moderator. (1997, November 22). Teens Speak Out. Annual *Billboard Magazine* Music Video Conference and Awards Convention. Los Angeles, CA.

Panel Moderator. (1996, November 9). Teens Speak Out. Annual *Billboard Magazine* Music Video Conference and Awards Convention. San Francisco, CA.

Panel Director and Participant. (1994, February). Pedagogy, Practice and Media Activism. Annual meeting of the Western States Communication Association, San Jose, CA.

Participant. (1992, June). Gay and Lesbian Media After Mapplethorpe. Annual meeting of the American Library Association. San Francisco, CA.

Panel Critic. (1989, November). Mediated Sexual Realities: Sexual Identity and Mass Communication. Annual meeting of the Speech Communication Association. San Francisco, CA.

Panel Moderator. (1989, May). Television Across National Boundaries: Old Myths and New Approaches. Annual meeting of the International Communication Association. San Francisco, CA.

Panel Director. (1988, June). Children and Television. The American Film Institute. Los Angeles, CA.

Panel Moderator and Participant. (1987, June). Children and Television Animation. The Art of the Animated Image: The Walter Lantz Conference on Animation, The American Film Institute. Los Angeles, CA.

Panel Sponsor. (1979, November). Cognitive Development in Communication Research: New Approaches. Dimension Series, annual meeting of the Speech Communication Association. San Antonio, TX.

### **Participation on Editorial Boards and as a Reviewer**

Editorial Board Member. (2005-present). *Global Media Journal* [Mediterranean Edition].

Editorial Board Member. (1998-present). *Journal of Homosexuality*.

Manuscript Reviewer. (1996-2010). *Journal of Homosexuality*.

Editorial Board Member. (2004-2012). *Kaleidoscope: A Graduate Journal of Qualitative Communication Research*.

Manuscript Reviewer. (1989-2005). *Journal of Broadcasting & Electronic Media*.

Editorial Board Member. (1991-2003.) *Journal of Broadcasting & Electronic Media*.

Manuscript Reviewer. (1989-2001). *Critical Studies in Mass Communication*.

Textbook Reviewer. (1997). Branston, G. & Stafford, R., *The media student's book*, Routledge.

Textbook Reviewer. (1994). Lull, J., *Media, communication, culture: A critical approach*, Columbia University Press.

Manuscript Reviewer. (1991-1993). *Howard Journal of Communications*.

Editorial Board Member. (1989). *International and intercultural communication annual. Communicating for peace: Diplomacy and negotiation across cultures*.

### **Academic/Professional Conference Planning**

Member, Local Planning Committee. Annual Conference of the International Communication Association, San Francisco, CA. (2006)

Member, Host Committee. National Radio Project's 10th Anniversary Event. (2004, September 23)

Judge, competitive paper submissions, Mass Communication Division, International Communication Association. (1985-1986; 1989-1993; 1999-2001; 2001-2002; 2004-2005)

Judge, competitive paper submissions, Gay-Lesbian-Bisexual-Transgender Caucus, International Communication Association. (2000-2001; 2001-2002; 2002-2003)

Member, Planning Committee. Annual Conference of the Union for Democratic Communications, University of San Francisco, San Francisco, CA. (1997-1999)

Judge, panel and paper submissions, Union for Democratic Communication. (1998-1999)

### **Professional Affiliations**

American Civil Liberties Union

Media Alliance, San Francisco, CA

Broadcast Educational Association

National Communication Association

Electronic Frontier Foundation

Southern Poverty Law Center

International Communication Association

Union for Democratic Communications

International Radio Project & Making Contact

## **COMMUNITY SERVICE**

### **Advisory Board and Working Group Memberships**

Advisory Board Member and President. (Member 2002-2003, President 2004-present). Teaching Intermedia Literacy Tools [TILT]. Nonprofit organization that facilitates video-making projects with young people. Production-based media literacy-training programs are designed to teach underprivileged youth how to critically understand and create media messages. San Francisco-Bay Area, CA.

Advisory Board Member and President. (Member 1999-2002; President 2002-2011). National Center on Disability and Journalism [NCDJ]. Nonprofit organization that educates to foster fairness, accuracy and diversity in news reporting about disability issues and people with disabilities. San Francisco, CA.

Advisory Board Member. (1998-2008). About Face. Information resource and referral service regarding negative body image, disordered eating, media and advertising influence on body image. San Francisco, CA.



Board of Directors. (1997-2000). Body Image Project, Just Think Foundation. Information resource, curricular development, and multimedia project designed to promote body acceptance, diversity acceptance and self-acceptance. Sausalito and San Francisco, CA.

Working Group. Making Contact. (1995-2000). Making Contact, International Radio Project. Internationally distributed, non-profit radio program), National Radio Project, Oakland, CA.

Advisory Board, The Institute for Urban Arts. (1995-1996). Youth-arts advocacy organization. Oakland, CA.

Advisory Council, Children's Media Lab. (1989-1992). Oakland Unified Public School District, Oakland, CA.

K-12 Educational Advisory Committee. (1988-1991). [Affiliated with AFI National Education Program Division.] The American Film Institute, Los Angeles, CA.

### **Community Panels, Workshops and Interviews**

Radio panel participant. (2010, August). *Media and social justice. Forum*. KQED-FM, San Francisco, CA.

Radio panel participant. (2009, October). *Social networking. Forum*. KQED-FM, San Francisco, CA.

Newspaper article interview. (2007, March 18). Barney, C. (Author). Doom and boom: Apocalyptic images, what-if scenarios infiltrate television. Published in the *Contra Costa Times*  
[www.contracostatimes.com/mld/cctimes/entertainment/16929995.htm](http://www.contracostatimes.com/mld/cctimes/entertainment/16929995.htm)

Radio panel participant. (2005, August). *Media literacy. Forum*. KQED-FM, San Francisco, CA.

Radio panel participant. (2005, July). *Women and sexuality in popular culture. Special Event programming*. KQED-FM, San Francisco, CA.

Radio panel participant. (2004, November). *Beauty and culture. Forum*. KQED-FM, San Francisco, CA.

Television panel participant. (2004, July). *Eating disorders and body image*. KTVU-TV, Oakland, CA.

Radio panel participant. (2003, May). *Cosmetic surgery. Forum*. KQED-FM, San Francisco, CA.

Radio interview. (2002, August). *The Internet and body image*. KDIH-AM, Icicle Productions, San Francisco, CA.

Radio interview. (2001 October). *Commercialism and 9/11. Forum*, KQED-FM, San Francisco, CA.

Lecture. (2001 March). *Working with children and using video*. BECA 580: Media in Community Service, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Panel presentation. (2001 March). *Gender and media literacy*. Women's History Month, Women's Studies Department, San Francisco State University.

Radio interview. (2001, July). *Disability and media*. KNBR-AM, San Francisco, CA.

Panel participant. (2000, September). *Marketing violence to children. Take Issue*, Bay TV Channel 35, San Francisco, CA.

Radio interview. (2000, September). *The FTC and the regulation of media content. Forum*, KQED-FM, San Francisco, CA.

Workshop/presentation. (2000, March). *Body image and mass media*. San Francisco State University Health Center. San Francisco State University. San Francisco, CA.

Workshop/presentation. (1999, October). *How parents relate to their children*. London, England.

Interview/discussion. (1999, October). *Mass media, body image, self-concept: A discussion with editors of popular women's magazines*. London, England.

Workshop/discussion leader. (1999, February). *Body image, sexual identity, and mass communication*. KQED-TV Media Salon, San Francisco, CA.

Lecture/discussion leader. (1999, January). *Media literacy*. KQED-TV, San Francisco, CA.

- Workshop. (1997, September). *Learning from television*. Neighborhood Parent's Group, San Francisco, CA.
- Radio interview. (1997, April). *TV turn off week*. *Forum*, KQED-FM, San Francisco, CA.
- Workshop. (1997, March). *Teens, television, and gender socialization*. Temple Beth Jacob, Redwood City, CA.
- Lecture. (1996, March). *Television and values*. Menlo-Atherton Nursery School Parent's Organization, Atherton, CA.
- Radio interview. (1996, February). *New communication technologies*. *Forum*, KQED-FM, San Francisco, CA.
- Lecture. (1995, October). *Social learning from television*. Adoption Connection, San Francisco, CA.
- Radio interview. (1995, March). *Children and values*. *Forum*, KQED-FM, San Francisco, CA.
- Radio interview. (1994, June). *Children and censorship of popular music*. *Forum*, KQED-FM, San Francisco, CA.
- Radio interview. (1994, May). *A. Maupin's Tales of the City*. *Forum*, KQED-FM, San Francisco, CA.
- Documentary interview. (1994, May). *Broken promise: When television becomes a surrogate parent* [documentary film], R. E. Burger & J. Harrington [Producers].
- Co-Host of radio series. (1994, October-December, 10 weeks). *Radio Watches Television*, KPFA-FM, Berkeley, CA.
- Radio interview. (1993, January). *Television and family values*, *Radio Watches Television*, KPFA-FM, Berkeley, CA.
- Radio interview. (1992, December). *Sex and the media*. *Forum*, KQED-FM, San Francisco, CA.
- Radio interview. (1991, December). *Sexuality and the media*. KGO-FM, San Francisco, CA.
- Radio interview. (1991, December). *Television and sexual identity*. *Radio Watches Television*, KPFA-FM, Berkeley, CA.
- Panel participant. (1991, June). *Turn that thing down! How to turn popular entertainment to your child's advantage*. Children's Hospital of San Francisco, San Francisco, CA.
- Panel director. (1990, October). *Taking control of television*. Bay Area/California School-Age Child Care and Recreation Winter Warm-Up Training Conference, California School-Age Consortium, Diablo Valley College, Pleasant Hill, CA.
- Radio interview. (1989, December). *Children and TV*. Family Talk Radio, KQED-FM, San Francisco, CA.
- Panel participant. (1989, May). *Images of nurses on the television series Nightingales*. Good Morning Bay Area, KGO-TV, San Francisco, CA.
- Radio interview. (1989, March). *Innovative research methods in mass communication*. *Radio Watches Television*, KPFA-FM, Berkeley, CA.
- Panel director. (1998, February). *Teaching children how to become critical television viewers*. Sixth Annual School-Age Child Care and Recreation Conference, California School-Age Consortium, Chabot College, Hayward, CA.
- Radio interview. (1987, March). *Sex on television*. *Radio Watches Television*, KPFA-FM, Berkeley, CA.
- Television panel participant. (1987, February). *Teens, sexuality and the mass media*. Planned Parenthood and KGO-TV, San Francisco, CA.
- Panel director. (1986, February). *How children make sense of television*. Fourth Annual School-Age Child Care and Recreation Conference, California School-Age Consortium, Berkeley High School Campus, Berkeley, CA.
- Panel participant. (1983, August). *Teaching television in the broadcast and electronic communication arts curriculum*. ASPACHE Conference, San Francisco State University, San Francisco, CA.

### ***Consultation, Assessment, Development***

Consultant. (2001-2011). *Changing room*. A 10-part body image documentary by local film producer Holly Million. Fire/Water Films.

Consultant. (2001). Body image. Cheskin Research, San Francisco, CA.

Legal Consultant. (1995-2000). Johnson, Purvis and Tyler Law Associates. Washington, DC.

Consultant, Program Assessment. (1993). Mission High School Academic Fellowship Program.

Consultant, Program Development. (1990). The Communications Revolution, 10-week KPFA-FM radio series.

Consultant, Program Development. (1989). Training manual for programs established to develop private industry employment opportunities for disadvantaged high school youth who must work.

Consultant, Program Development. (1986). Series of training manuals and workbooks designed to enhance community/work services for youth.

### **CAMPUS SERVICE**

#### ***University Committees and Service***

Center for Teaching and Faculty Development, Academic Senate Representative (2010-2012)

Chair, WASC Educational Effectiveness Review (2010-2012)

Assistant to Associate Dean Linda Buckley, Academic Planning and Development, WASC Capacity Review (2010-2012)

WASC Steering Committee (2007-2012)

Professional Development Council (Fall 1999-Fall 2007. Chair 2001-2002, 2005-2007)

Assistant to Dean Verhey and Administrator of Affirmative Action, Mini-Grant, Summer Stipend, and Vice President's Assigned Time Award Programs (2004-2006)

Assistant to Dean of Faculty Affairs Marilyn Verhey (2003-2006)

Professional Development Council (1999-present. Chair 2001-2002, 2005-2007)

All-University Committee on Students, Faculty and Staff with Disabilities (2004-present)

Affiliated Faculty, Human Sexuality Studies (2003-present)

Development Committee, Friends of the Library (2002-present)

Pre K-12 Educational Outreach Network, SFSU Academic Senate (1999-present)

Segment III/Relationships of Knowledge Cluster Coordinator. *Social Issues and the Media* (1996-present)

Mini Grant-Summer Stipend-Assigned Time Committee Director (2004 Fall)

Revised and submitted and approved, all segment proposal materials (2003 Fall)

Segment III/Relationships of Knowledge Cluster Coordinator. *Media Literacy in the Electronic Age* (Spring 2002-present)

Wrote and submitted cluster proposal, 2001-2002 (Accepted 2002)

University Promotions Committee (2002-2004. Chair 2003-2004)

K-12 Gender Equity Project Research and Professional Development Committee, Media Literacy in K-8 Language Arts Curriculum (2000-2002)

First Year Experience Instructional Council (2000-2001)

Eating Disorders Task Force (1999-2000)

Academic Senate Library Advisory Committee (1988-2000)

### **College of Creative Arts Committees and Service**

Creative Arts & Design Screening Committee Member. CSU Student Research Competition. (2004, Spring)  
Segment II Committee. (2002 Spring)  
Mini Grant-Summer Stipend-Assigned Time Committee. Chair. (2000 Fall)  
Academic Affairs All-Freshman Orientation Course Committee. (1999-2000)  
Leave With Pay Committee. (1997-1999. Chair 1997)  
Diversity Committee. (1996-1997)  
Research and Professional Development Committee. (1995-1996)  
Leave With Pay Committee. (1989-1992. Chair 1991)  
Travel Committee. (1986-1989)

### **BECA Department Committees and Service**

Graduate Council. (1983-present)  
Graduate and Undergraduate Academic Advisor. (1983-present)  
Stuart Hyde Graduate Student Award Committee Chair [Previously the Benjamin K. Draper Award]. (2005-2012)  
Search Committee. (2006-2007)  
Promotions Committee. (2006-2007)  
Benjamin K. Draper Graduate Student Award Committee Chair. (1984-2004)  
Exit Interviews Committee. (Chair 2000)  
Departmental Evaluation Committee. (Spring/Fall 2000)  
Hiring, Retention, Tenure and Promotion Committee. (1995-2000, Chair 1997-2000)  
Host, Awards Ceremony, BECA Department "Bash on the Bay." (1999-2000)  
Self-Study Committee. (1996-1999)  
Graduate Teaching Assistant Committee. (1998)  
Department Library Committee Chair. (1985-1995)  
Minority Student Scholarship Committee. (1992-1993)  
Enrollment Committee. (1992-1993)  
Development Committee Chair. (1988-1989)  
Admissions Committee. (1984-1988; Chair 1986-1988)  
Broadcast Industry Conference Steering Committee. (1986-1988)  
Curriculum Committee. (1983-1988; Chair 1985-1988)  
Graduate Coordinator. (1986-1987)

### **Campus Guest Lectures, Panels and Workshops**

Panel participant. (2005, September). *Social justice and social change: Race/ethnicity, class, gender, disability and sexuality at home and abroad*. San Francisco State University. San Francisco, CA.  
Workshop. (2005, February). *Women, body image and popular culture*. Associated Student's Women's Center. Eating Disorders Week. San Francisco State University. San Francisco, CA.  
Lecture. (2004, October 18). *Qualitative research*. SPCH 700: Introduction to Graduate Studies. San Francisco State University. San Francisco, CA.

Workshop. (2003, May). *Body image and media images of women*. Associated Student's Women's Center. 1st Annual Women's Conference *Knowledge of the silenced: Knowing our oppression and challenging it*. San Francisco State University. San Francisco, CA.

Discussion leader. (2002, November). *Self-conception and body image*. Women's Center, San Francisco State University.

Lecture. (2001, March). *Working with children and using video*. BECA 580: Media in Community Service, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Panel presentation. (2001, March). *Gender and media literacy*. Women's History Month, Women's Studies Department, San Francisco State University

Panel presentation. (2000, November). *Creative Arts courses and the Humanities major*. College of Humanities First Year Experience course, SFSU.

Lecture. (1998-present, yearly). *Mass media and self-conception*. BECA 700-Introduction to Graduate Studies, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Lecture. (2000, July). *Self-concept, body image and human/mass communication*. Women and Words, Speech Communication Department, San Francisco State University.

Lecture. (2000, May). *Media education and the arts*. Graduate Seminar in Media Literacy. Inter Arts Program, San Francisco State University.

Focus groups leader. (1999, Spring). Academic Senate Library Advisory Committee, San Francisco State University.

Lecture. (1996-1998, November). *Media mergers: Mass media ownership and control. Mass media and power*. BECA 700-Introduction to Graduate Studies, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Lecture. (1996, May). *Social issues and mass communication*. BECA 200-Introduction to Broadcast and Electronic Communication Arts, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Lecture. (1995 and 1996, Fall). *Social aspects of new technologies*. BECA 390-Age of Information, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Lecture. (1996, May). *Children and television*. FTV/HUM 17-Introduction to Electronic Media, Chabot College.

Lecture. (1995, May). *Social aspects of the electronic media*. BECA 200-Introduction to Broadcast and Electronic Communication Arts, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Lecture. (1984-1985, Fall and Spring). *Maximizing the learning outcomes of public service health announcements*. HED 430-Philosophy and Foundations of Community Health Education, School of Health, Education, Recreation, and Leisure Studies, San Francisco State University.

Lecture. (1995, December). *Mass communication theory*. BECA 200-Introduction to Broadcast and Electronic Communication Arts, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Lecture. (1994, May). *Mass communication research*. BCA 200-Introduction to Broadcast and Electronic Communication Arts, Broadcast and Electronic Communication Arts Department, San Francisco State University.

Lecture. (1992, May). *Mass media and contemporary sexuality*. School of Health, Education, Recreation, and Leisure Studies, San Francisco State University.

- Moderator. (1990, May). *Racial images and the mass media*. National Asian American Telecommunications Association/Annual Broadcast Industry Conference, San Francisco State University.
- Moderator. (1989, April). *Alternatives to commercial broadcasting: Life outside the mainstream*. Sponsored by American Women in Radio and Television, Annual Broadcast Industry Conference, San Francisco State University.
- Moderator. (1989, April). *A Nightmare on Elm Street: Teens and terror programming*. Annual Broadcast Industry Conference, San Francisco State University.
- Lecture. (1989, February). *Piagetian theory and children's understanding of television*. BCA 425/725-Television Program Planning and Production, Broadcast and Electronic Communication Arts Department, San Francisco State University.
- Lecture. (1989, March). *Developing instructional goals and preparing learning objectives*. BCA 877-Seminar in Pedagogy, Broadcast and Electronic Communication Arts Department, San Francisco State University.
- Moderator. (1988, April). *Broadcasting internships*. Sponsored by the Career Center, San Francisco State University.
- Sponsor/moderator. (1988, April). *Children and TV ads*. Annual Broadcast Industry Conference, San Francisco State University.
- Moderator. (1988, April). *Bi-racial families and electronic media*. Annual Broadcast Industry Conference, San Francisco State University.
- Lecture. (1988, Spring). *How children make sense of the narrative and production conventions of television*. MM 131-History of Mass Media, Mass Media Studies Program, University of San Francisco.
- Director. (1987 and 1988, Spring). *Developing resumes for employment positions in the electronic communication industry*. College Students in Broadcasting, San Francisco State University.
- Sponsor/moderator. (1987, May). *The status and role of minorities in media*. Annual Broadcast Industry Conference, San Francisco State University.
- Participant. (1987, May). *Outrageous: Meanings in commercials*. Annual Broadcast Industry Conference, San Francisco State University.
- Participant. (1986, April). *Ideas forum*. College of Creative Arts, San Francisco State University.
- Moderator. (1986, May). *Women on television*. Annual Broadcast Industry Conference, San Francisco State University.
- Lecture. (1986, November). *Positive uses of television as a learning medium*. SE 651-Seminar in Secondary Education, Education Department, San Francisco State University.
- Lecture. (1986, November). *Integrating critical TV viewing into high school curricula*. SE 651-Seminar in Secondary Education, Education Department, San Francisco State University.
- Lecture. (1986, November). *How children make sense of television*. BCA 201-Life on Television, Broadcast and Electronic Communication Arts Department, San Francisco State University.
- Participant. (1983, August). *Teaching television in the Broadcast and Electronic Communication Arts curriculum*. ASPACHE Conference, San Francisco State University.
- Moderator. (1983, April). *Alternative images of women on television: The case of Cagney and Lacey*. Annual Broadcast Industry Conference, San Francisco State University.

### **Sponsorship of Students and Student Organizations**

- Faculty sponsor. Lisa Sims. Sally Cassanova California Pre-Doctoral Program at SFSU. (2003-2004)
- Faculty sponsor. Chrisma Albandjar. SFSU Graduation. Hood Recipient. (2003)

Faculty sponsor. Mark David Jones Scholarship. Sponsored the two winners: Jason Howell and Ricky Salinas. (2003)

Faculty sponsor. Nzinga Moore. Sally Cassanova California Pre-Doctoral Program at SFSU. (2003)

Faculty sponsor. Karen Randolph. California State University Forgivable Loan/Doctoral Incentive Program. (1999-2000)

Faculty advisor. SFSU Dance Club. (2000-2002)

Faculty advisor. Alpha Phi Sorority. (1989-2002)

Faculty advisor. Mainland Chinese Student Association. (1998-1999)

Faculty advisor. College Students In Broadcasting. (1984-1990)

## TEACHING EXPERIENCE

### ***College of Creative Arts, San Francisco State University***

CA 101: First Year Experience in Creative Arts (2000, Fall)

### ***Broadcast and Electronic Communication Arts Department, San Francisco State University***

#### *Undergraduate Courses*

BECA 221: The Electronic Culture

BECA 300: Broadcast and Electronic Communication Arts Research

BECA 301: Media Literacy in the Electronic Culture

BECA 422: Social Aspects of the Public Media

BECA 487: Children and Television

BECA 576: Supervised Experience in Broadcast and Electronic Communication Arts

BECA 685: Projects in Teaching BECA [Undergraduate Seminar in BECA Pedagogy]

BECA 600: Senior Seminar in Mass Communication Theory and Research

BECA 600: Senior Seminar in Popular Music Subcultures

BECA 699: Special Study

#### *Graduate Courses*

BECA 700: Introduction to Graduate Studies

BECA 752: Seminar in Broadcast and Electronic Communication Arts Pedagogy

BECA 822: Seminar in Media and Society

BECA 852: Directed Experience BECA Education

BECA 896: Readings in BECA

BECA 899: Special Study

### ***Department of Radio-Television-Film, The University of Texas at Austin***

#### *Undergraduate Courses (1979-1982)*

History and Development of Broadcasting

Television Criticism

The Electronic Culture

### ***Continuing Education, University of Massachusetts-Amherst***

#### *Undergraduate Courses (1974; 1976-1978)*

Elements of Public Speaking

Integrated Communication Skills I & II

Writing and Composition I & II