

Gary W. Selnow

Gary Selnow is a professor of communication at San Francisco State University and Director of WiRED International, a nonprofit organization that applies information technology to community development, health care and education in developing and post-conflict regions. Selnow is the author/co-author of seven books including *Society's Impact on Television*, *High Tech Campaigns*, *Electronic Whistle-Stops: The Impact of the Internet on American Politics*, and most recently *The People, Press and Politics of Croatia*. He is now writing a book about the Internet's effects on American politics titled *Through Washington's Back Door*.

Selnow was twice a Fulbright Scholar, first in Austria and most recently at the University of Zagreb in Croatia; he recently completed his third year on a Fulbright Senior Scholar review panel. Selnow has lectured at the London School of Economics, the University of Warsaw, the Free University of Amsterdam and other universities in Europe. Selnow coordinated a national communication program for a White House task force and served as a research methodologist for the U.S. Information Agency. He is a consultant with the U.S. Department of State and consulted for NBC Television and the National Academy of Sciences. Selnow was a pilot and information officer for the U.S. Air Force. He was a regular commentator on Public Radio International's *Marketplace* program.

Selnow started WiRED International while he was a Fulbright senior scholar in Zagreb. Now, eight years later, the non-profit organization has information centers on several continents and has become a leader in providing information to medical schools and to grassroots populations in developing countries. WiRED has received grants from the U.S. Department of State, Medtronic, Pfizer, Affinity Internet and others for its medical e-libraries. WiRED has recently formed a partnership with the International Organization for Migration for work in Iraq. WiRED collaborates on educational issues with the Edelman Institute at San Francisco State University.

Selnow received the 2004 President's Medal at San Francisco State University. He earned his bachelors degree in technical writing at Rutgers University and his masters and doctoral degrees in communication and psychology at Michigan State University.

Gary W. Selnow

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EDUCATION

Ph.D. Michigan State University, 1978. Major: Communication (Mass Media).
Minor: Social Psychology.
M.S. Michigan State University, 1974. Major: Communication. Minor: Social
Psychology.
B.S. Rutgers University, 1969. Major: Technical Writing.

PROFESSIONAL EXPERIENCE

1992-Present: Professor of Communication, San Francisco State University,
San Francisco, California.
1997- Present: Executive Director: WiRED International--a 501(c)(3), non-profit
organization.
1997-1998: Fulbright Senior Scholar, University of Zagreb, Croatia.
1990-1992: Media Research Director, The Daniels Group, New York.,
1990-1991: Fulbright Senior Scholar, University of Klagenfurt, Austria.
1981-1990: Associate Professor of Communication Studies (Assistant Professor
1981-1986), Virginia Polytechnic Institute and State University,
Blacksburg, Virginia.
1979-1981: Director Communication Program. U.S. Department of Energy,
Washington, D.C.

Prior to 1980

Coordinator, Targeted Television Program, Task Force for the Special Trade
Representative. The White House, Washington, D.C. (1979); Communication
Officer, Foreign Agricultural Service, U.S. Department of Agriculture,
Washington, D.C. (1978-1979); Director, Communication Project, U.S.
Department of Agriculture-funded research at Michigan State University (1976-
1978); Media Research Analyst, U.S. Information Agency, Washington, D.C.
(1975-1976); Public Relations and Information Programs Director, St. Mary
College, Leavenworth, Kansas (1974-1975); Pilot, Public Information Officer,
U.S. Air Force (1969-1974); Announcer, KGWA Radio Enid, Oklahoma (during
pilot training) (1969-1970); Announcer, Reporter, Greater New York Radio, Inc.,
New Brunswick, New Jersey (1967-1969).

NATIONAL CONSULTANCIES

- U.S. Department of State
- NBC Television Network, Division of Broadcast Standards, NY, New York.
(early nineties)

- National Academy of Sciences, National Research Council, Washington, D.C. (early nineties)

GRANTS/CONTRACTS

Funding from private foundations, government and individuals to provide Information Centers to disadvantaged countries. This is an ongoing project of WiRED International. Annual budget over \$500,000 (www.wiredinternational.org).

Technology Grant, San Francisco State University. \$3,000, 1996.

Virginia Governor's Council on Substance Usage: "Statewide Adolescent Substance Abuse Survey," \$90,000, 1989-1990.

Virginia Cooperative Extension Service: ; "Statewide Adolescent Substance Abuse Survey," \$10,000, 1989-1990.

Virginia Department of Corrections, Youth Services Division: "Youth Inventories Research," \$24,500, 1989-1990.

RECENT PROFESSIONAL SPEECHES

"Reporting News from Iraq," PRSA International Public Affairs Symposium 2003, *Beyond War and Terrorism: Rebuilding Global Communication Links*, United Nations Headquarters, New York, NY, December 5, 2003

"Educators on the Edge: Where the Three Rs Meet the Three Ws." Convocation Speech, Virginia Tech, Blacksburg, VA, August 24, 2001.

"The Democracy of the Internet." Presented at *Spanning the Boundaries of Communication*, Jyvaskyla, Finland, January 14, 2001.

"The Internet and the Soul of Democracy," U.S. Department of State, *NetDiplomacy 2000*, Washington, D.C., October 3, 2000. (Published in "Vital Speeches of the Day," November 2000).

OTHER PROFESSIONAL ACTIVITIES

Fulbright Senior Scholar Review Committee. 2000-2002.

U.S. Department of State: Seven-part Internet training program for overseas Internet Centers. February, 2000.

MSNBC: Directed national, electoral study using High Definition Research techniques, 1996.

Public Radio International Marketplace Program. Regular commentator 1994-1996, occasional pieces since 1996.

Developer: High Definition Research™ an innovative survey research methodology using computer-assisted content analytic procedures with Internet dissemination of results.

PUBLICATIONS (Since 1980)

Books: Authored

Selnow, G. *Through Washington's Back Door: Political Uses of the Internet by Non-political Groups*, Westport, Connecticut: Praeger, in production

- Malovic, S. and G. Selnow, *The People, Press and Politics of Croatia*, Westport, Connecticut: Praeger, 2001.
- Selnow, G., *Electronic Whistle-stops: The Impact of the Internet on American Politics*, Westport, Connecticut: Praeger, 1998.
- Selnow, G., *High Tech Campaigns: Computer Technology in Political Communication*, Westport, Connecticut: Praeger, 1994.
- Selnow, G. and R. Gilbert, *Society's Impact on Television: How the Viewing Public Shapes Television Programming*, Westport, Connecticut: Praeger, 1993.
- Selnow, G. and W. Crano, *Planning, Implementing, and Evaluating Targeted Communication Programs*, Westport, Connecticut: Praeger, 1987.

Books: Edited

- Riley, S. and G. Selnow, *Regional Interest Magazines of the United States*, Westport, Connecticut: Greenwood, 1990
- Riley, S. and G. Selnow, *Index to City and Regional Magazines*, Westport, Connecticut: Greenwood, 1989.

Chapters

- Selnow, G. "A Rhetoric of Peace in A Time of War." Heilmann, C. [Ed.], *Stembek Festschrift*, 2005.
- Selnow, G. "Motivating Retirement Planning: Problems and Solutions." In O. Mitchell and S. Utkas (Eds.), *Pension Design and Structure: New Lessons from Behavioral Finance*, New York: Oxford University Press, 2004.
- Selnow, G. "When Government Has the Only Voice: Croatia, A Case Study." In K Carragee and H. Barthel (Eds.), *St. Ingebert: Rohrig Universitatsverlag*. 2002.
- Selnow, G. "Communicating Prevention Messages in the Media." In W. Crano, [Ed.], *The Psychology of Prevention*, Mahwah, NJ: Erlbaum. 2001.
- Selnow, G. "Mainstream Candidates on the Internet." In D. Graber, [Ed.], *Media Power in Politics*, Washington D.C.: Congressional Quarterly Books, 2000.
- Selnow, G., "Ethical considerations of politicking on the Internet." In Denton, R. (Ed.), *Can Political Communication Be Ethical?*, Westport, Connecticut: Praeger, 2000.
- Selnow, G. "Implications of the Internet for Businesses in the European Union." In Geissner, H., *Wirtschaftskommunikation in Europa*, Berlin, Duncker & Humblot, 1998.
- Selnow, G., "Polls and computer technologies: ethical considerations." In Denton, R. (Ed.), *Ethical Dimensions of Political Communication*, Westport, Connecticut: Praeger, 1991.
- Selnow, G. "Television technology and changing American audiences: implications for networks," *In How Americans Watch TV: A Nation of Grazers*, New York: Channels, 1989.
- Selnow, G. "Interpersonal techniques in utility customer programs," In Crano, W., S. Ludwig and G. Selnow (Eds.) *A Technical Manual on the Planning, Implementation and Evaluation of Utility Communication Programs*, U.S. Department of Energy, 1981.

- Selnow, G., "The nature of mass media," In Crano, W., S. Ludwig and G. Selnow (Eds.) *A Technical Manual on the Planning, Implementation and Evaluation of Utility Communication Programs*, U.S. Department of Energy, 1981.
- Selnow, G., "Technology, customers and the feedback loop," In G. Selnow, et al., *Energy Essays: A Focus on Utility Communication*, U.S. Department of Energy, 1981.

Articles in Reviewed Journals

- Selnow, G. "Internet: The Soul of Democracy." *Vital Speeches of the Day*, 67(2): 58-60. (From U.S. Department of State speech), 2000.
- Garrett, T., G. Selnow and C. Healton, "Computer-assisted instructions in AIDS infection control for physicians," *Teaching and Learning in Medicine*, 2(4), 215-218, 1990.
- Selnow, G. "Values in prime time television," *Journal of Communication*, 40(2): 74-84, 1990.
- Selnow, G. "The influence of television on language production: rules, culture and Benjamin Whorf," *The European Journal of Communication*, 15(1-2): 163-170, 1990.
- Marlowe, J., G. Selnow and L. Blosser, "A content analysis of problem-resolution appeals in television commercials," *Journal of Consumer Affairs*, 23(1): 175-194, 1989.
- Selnow, G. "Using interactive computers to communicate scientific information," *American Behavioral Scientist*, 32(2): 124-135, 1988.
- Selnow, G. "Parent-child relationships and single and two parent families: implications for substance usage," *Journal of Drug Education*, 17(4): 315-326, 1987.
- Selnow, G. "The fall and rise of video games," *Journal of Popular Culture*, 21(1): 53-60, 1987.
- Blosser, L. and G. Selnow, "Problems and problem resolution structure of television advertisements," *International Journal of Advertising*, 6: 73-80, 1987.
- Selnow, G. "A content analysis of television problems and problem resolutions," *Journal of Communication*, 36(2): 63-72, 1986.
- Selnow, G. "Television viewing and the learning of expectations for problem resolutions," *Educational Studies*, 12(2): 137-145, 1986.
- Selnow, G. and W. Crano, "Formal versus informal group affiliation: implications for drug and alcohol use," *Journal of Studies on Alcohol*, 47: 47-55, 1986.
- Selnow, G. "Using a stratified approach in substance intervention and prevention programs among adolescents: an empirical analysis," *Journal of Drug Education*, 15(4): 327-331, 1985.
- Selnow, G. "Sex differences in uses and perceptions of profanity," *Sex Roles*, 12(3/4): 303-312, 1985.
- Selnow, G. "Playing video games: The electronic friend," *Journal of Communication*, 34(2): 148-156, 1984.
- Riley, S. and G. Selnow, "Southern Periodicals: A Statistical Review," *Journalism Quarterly*, Summer, 1989.
- Selnow, G. and S. Wilson, "Job progression and satisfaction in public relations: a look at sex differences," *Public Relations Review*, 11(4): 38-47, 1985.

- Selnow G. and H. Reynolds, "Some opportunity costs of television viewing," *Journal of Broadcasting*, 28(3): 315-322, 1984.
- Selnow, G. and S. Riley, "Faces in the news: A recognition of public figures," *Mass Comm Review*, 11(1/2): 36-40, 1984.
- Selnow, G. D. Meyer and S. Hayes, "The misinformed public," *Journal of Emergency Medical Services*, 8(3): 45-48, 1983.
- Selnow, G. and E. Bettinghaus, "Television exposure and language development," *Journal of Broadcasting*, 26(1): 469-480, 1982.

Selected Invited Articles

- Selnow, G. "Paradox Amid the Rubble," *Chronicle of Higher Education*, B5, August 8, 2003.
- Selnow, G. and Crano, S. "Video Visit: Linking Kosovar Children Undergoing Cancer Treatment in Italy with Their Families Via the Internet." *Humanism in the Health Sciences*, 4(1): 2-5, 2001.
- Selnow, G. "Staying Connected in Crisis," *SFSU Alumni Magazine*, Spring, 2001.
- Selnow, G. and R. Gilbert "Ethics and loyalty in the workplace." *Workforce Magazine*, 1998.
- Selnow, G. "A twist on loyalty," *Business Ethics*, 1997.
- Selnow, G. "Gilbert H. Grosvenor," in S. Riley (Ed.) *Dictionary of Literary Biography*, Columbia, S.C.: Brucoli Clark, Inc., 1990.
- Selnow, G. "Ernie Pyle," In J. McKerns (Ed.), *Biographical Dictionary of American Journalism*, Westport, Connecticut: Greenwood Press, 567-568, 1989.
- Selnow, G. "Joseph Kraft," In J. McKerns (Ed.), *Biographical Dictionary of American Journalism*, Westport, Connecticut: Greenwood Press, 393-395, 1989.
- Selnow, G. "Walter Bidwell," In S. Riley (Ed.), *Dictionary of Literary Biography*, Columbia, S.C.: Brucoli Clark, Inc. 55-58, 1989.
- Selnow, G. and A. Mills, "Virginia judges share opinions on permitting cameras in the courtrooms," *Virginia Bar News*, September, 1-3, 1986.

Monographs

- Selnow, G. *The Internet as An Instrument of Democracy in Spanning the Boundaries of Communication*, S. Eskelinen, T. Saranen and T. Tetti (Eds.) 2002
- Selnow, G., *Virginia Youth Survey: Main Findings, Technical Report for the Virginia Governor's Council on Alcohol and Drug Abuse Problems*, 1989.
- Selnow, G., W. Crano and S. Ludwig (Eds.), *Energy Essays: A Focus on Utility Communication*, U.S. Department of Energy, pp. 127, 1981.
- Crano, W., S. Ludwig and G. Selnow, *A Technical Manual on the Planning, Implementation and Evaluation of Utility Communication Programs*, U.S. Department of Energy, pp. 151, 1981.
- Selnow, G. *Step Manual for Developing and Employing a Mass Media Information Program*, U.S. Department of Agriculture and Michigan State University, pp. 54, 1981.
- Selnow G. and J. Ferris, *Food America's Essential Resource*, U.S. Department of Agriculture and Michigan State University, pp. 30, 1981.

PRESENTATIONS (Since 1980)

Competitively Selected

- “From Ground Level: A Perspective on Iraq,” International Colloquium on Communication, San Jose, 2004.
- “A Communicator’s Perspective on Retirement Investing,” Developments in Decision-Making Under Uncertainty, Wharton School, University of Pennsylvania, 2003.
- “Communication Technologies and Political Change,” International Colloquium on Communication, Berlin, Germany, 2002.
- “Drug Prevention: The Media Practitioner’s Perspective.” The Seventeenth Annual Claremont (University) Symposium on Applied Social Psychology. Claremont, California, 2000.
- “When Government has the Only Voice: Croatia, a Case Study,” International Colloquium on Communication, Boston, 2000.
- “The Internet in Political Campaigns,” International Colloquium on Communication, Budapest, 1998.
- “Instruction by computer: education for physicians,” with T. Garrett and C. Heaton, Seventh National Symposium on Computers in Medical Education, University of Nebraska Medical Center, Omaha, Nebraska, 1990.
- “Value Content of Prime Time Television Programs,” International Communication Association Annual Convention, San Francisco, 1989.
- “Computer Assisted Instruction (CAI) in Infection Control,” with T. Garrett and C. Heaton, Learning Technology in the Health Care Sciences, Orlando, 1989.
- “Interactive health care information: A general audience computer information paradigm,” International Colloquium on Communication, Blacksburg, VA 1988.
- “Media language and human speech: Projections of future implications—a sociolinguistic treatment,” International Colloquium on the Future of Speech, University of Jyväskylä, Finland, 1987.
- “Southern periodical publishing, 1764-1984: A tentative statistical overview,” with S. Riley, Popular Culture Association National Conference, Montreal, 1987.
- “An examination of problems and problem resolutions used on prime time television,” International Communication Association Annual Convention, Chicago, 1986.
- “Television and the shaping of expectations for problem resolutions,” Popular Culture Association National Conference, Atlanta, 1986.
- “A multivariate analysis of factor affecting substance usage among adolescents,” National Association of School Psychologists Convention, Las Vegas, 1985.
- “Psychological dimensions of the nuclear threat among adolescents,” Popular Culture Association National Conference, Louisville, 1985.
- “Video games and adolescents,” Popular Culture Association National Conference, Toronto, 1984.

“Some opportunity costs of television viewing,” International communication Association Annual Convention, San Francisco, 1984.

Can there be friendship in interactive video game playing?” Intentional Communication Association Annual Convention, San Francisco, 1984.

“Technology and audience discovery in mass communications,” Fifth International Conference on Culture and Communication, Temple University, Philadelphia, 1983.

Selected Invited Addresses/Lectures

“The Second Front on the War against Terrorism,” President’s Medal Award Acceptance Speech, San Francisco State University, 2004.

“Strategies for HIV/AIDS Information in Africa,” A Multicultural Caribbean United Against HIV/AIDS. With Natasha Martin. National Institutes of Health, Santo Domingo, 2004.

“The Internet and Democracy,” Lecture Series, Virginia Tech, Blacksburg, VA, February 15-16, 2001.

“Innovations in Managing the Financial Risks of Retirement,” Wharton School Conference on the Economics of Retirement, discussant for “The Personal Retirement Funding Ratio” by Liebowitz, M and B. Hammond. May 2, 2000.

“The Internet, Theory and Use,” Seminars at the University of Jyväskylä, Finland, 1997, also presented at the University of Klagenfurt, 1997.

“Impact of the Internet on Organizational Communication in Europe,” Presented at Europäische Akademie Otzenhausen, 1997.

“Internet use in the 1996 U.S. Presidential campaign,” Series of seminars at the University of Klagenfurt, 1997.

“Communications as a tool for global understanding and learning,” Series of country-wide seminars by invitation of the University of Klagenfurt and the Austrian Ministry of Education, 1995.

“Politics on the Internet: Test Flight ’96,” International Colloquium on Communication, San Francisco State University, 1996.

“High tech campaigns: Blindsiding the American media,” Lecture series sponsored by the League of Women Voters, Citizens for Media Literacy and the North Carolina Humanities Council, Asheville, North Carolina, 1993.

“High-Tech TV and a new research paradigm,” International Colloquium on Communication, University of Jyväskylä, Finland, 1992.

“Determining the will of embedded cultures: effects of technology-enhanced communication campaigns on political systems—a U.S. example,” International Colloquium on Communication, Washington, D.C. August, 1992.

“Interactive computer use in medical education,” University of Warsaw, Bioaystok, Poland, 1991.

“Targeted television in Europe,” University of Warsaw, Bialystok, Poland, 1991.

“Implications of interactive computers for audience persuasion,” Department of Psychology, Vrije Universiteit, Amsterdam, The Netherlands, 1991.

“The theory of mass media disaggregation,” International Colloquium on Communication, Lousanne, Switzerland, July, 1990.

- “Targeted television-psychological implications,” Department of Psychology, The London School of Economics, London, 1990.
- “Interactive computer communications and user effects,” Department of Psychology, University of Kent, Canterbury, England, 1990.
- “The impact of television’s portrayal of problem resolutions on young audiences,” The McElroy Symposium, The University of Northern Iowa, 1986.
- “Job satisfaction and career progression of public relations specialists,” with S. Wilson, Public Relations Society of America, Mid-Atlantic Conference, Washington, D.C. 1985.
- “Public attitudes toward Water resources among Virginia residents,” with E. Born, G. McLaughlin, J. Kahn and K. Sevebeck, American Water Resources Association Symposium, Tucson, Arizona, 1985.
- “How to conduct low-cost readership surveys,” with S. Riley, Virginia Press Association, Western Regional Meeting, Marion, Virginia, 1984.
- “Sensationalism in the news,” with S. Riley, Virginia Press Women’s Association, Blacksburg, Virginia, 1983.

