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Education

Ph.D., University of Southern California, 1993. (Communication Theory)

M.A., Temple University, 1981. (Communication Theory)

B.A., University of Alabama, 1970. (Mass Communication)

Teaching Experience

Associate Professor, Department of Communications; Coordinator, Core Concentration, CSUF, 2007 to present.

Assistant Professor, Department of Communications; Director, Public Relations Concentration CSUF, 2001 to 2007.

Courses taught:

Graduate seminars: Health Communication Campaigns, Advertising and Society

Undergraduate courses: Media History; Mass Media and Society; Persuasive Communication; Corporate and Nonprofit Public Relations, Creative Strategy and Execution, Principles of Advertising, Public Relations Seminar

Part-time Instructor, Department of Communications, CSUF, 2000 to 2001 (Duties: Teaching classes in advertising and public relations.)

Part-Time Instructor, Department of Communications, CSUF, 1984 and 1989 (Duties: Teaching advertising writing and mass communication courses.)

Scholarship and Creative Activities

Books and Book Chapters

Love, G. (2009) Advertising as a Social, Economic and Political Force in Fellow, A., *American Media History*, Thomson Wadsworth

Love, G. (2009) contributing editor, *Encyclopedia of Radio*, Routledge, Taylor & Francis Publishers.

Love, G. (2005) Cast of Characters, Companion Web Site for *American Media History*, Wadsworth CENGAGE Learning, Wadsworth.
http://www.wadsworth.com/cgi-wadsworth/course_products

Love, G. (2004) Writing for Advertising in Clanin, T; Stein, A. & Fellow, A. (eds.) *Newswriting in a MultiMedia World*, Kendall/Hunt Publishers.

Love, G. (2004) American Media Profile: Mary Wells Lawrence, in Fellow, A. *American Media History*, Thomson Wadsworth.

Journal Articles

Love, G., Mouttapa, M., Tanjasiri, S. (2010) Using Entertainment-Education Video to Reduce Barriers to Discussion of Cervical Cancer Screening among Thai Women. *Health Education Research*. (pending publication)

Love, G., Tanjasiri, S. (2009) Using Entertainment-Education to Promote Cervical Cancer Screening in Thai Women. *Journal of Cancer Education*.

Belmas, G.; Love, G.; Foy, B. (2007) In the Dark: A Consumer Perspective on FCC Broadcast Indecency Denials. *Federal Communications Law Journal*. 60:1.

Love, G., Belmas, G. (2007) Is Paris Burning? Analysis of 2004 Indecency Complaints about Broadcast Advertising Denied by the FCC. *Journal of International Business Disciplines*, Fall, 2:3.

Love, G., Belmas, G. (2007) Indecency Complaints about Broadcast Advertising Denied by the FCC in 2004 in Adams, M.G., Alkhafaji, A.F. (eds.) *Business Research Yearbook: Global Business Perspectives*, International Academy of Business Disciplines, XIV:1:108-114.

Fellow, A., Love, G. (2005) Media, Democracy and the Future. *International Journal of the Humanities*, 2:2:1359-1371.

Rice, R; Hughes, D; Love, G. (1989) Usage and Outcomes of Electronic Messaging at an R&D Organization: Situational Constraints, Job Level and Media Awareness. *Information Technology and People*, 5:2:

Rice, R.; Shook, D. & Love, G. (1988) Usage and Outcomes of Electronic Messaging: The Role of Social Presence. *Office Technology and People*.

Rice, R.; Love, G. (1987) Electronic Emotion: Socioemotional Content in a Computer-Mediated Communication Network. *Communication Research*, 14:1:85-108

Lowery, D.; Love, G. (1981) Sex on the Soap Operas: Patterns of Intimacy. *Journal of Communication*. Summer, 31:3:90-96.

Conference Presentations

Hawaii International Conference on Arts & Humanities, January, 2007, Honolulu, Hawaii.
Invited Panelist: *Censorship and the Arts*

International Academy of Business Disciplines, March, 2007, Orlando, Florida
Author: *Indecency Complaints about Broadcast Advertising Denied by the FCC in 2004*.

Hawaii International Conference on Arts & Humanities, January, 2006, Honolulu, Hawaii.
Author: *Using the Entertainment-Education Communication Strategy to Promote Cancer Screening in Thai Women*

Co-Author: *Fallows Revisited: The Press and Future of American Democracy*

Invited Panelist: *Taming the Dream Factory: Past, Present and Future Attempts at Film Censorship in America*

International Association of Business Disciplines, April, 2006, San Diego, CA

Invited Panelist: *Trends in Public Relations*

Invitation-only National Cancer Institute/National Institutes of Health-sponsored workshop for NIH scientists and policymakers, July 2005 *What can Communication Science tell us about Promoting Optimal Dietary Behavior*, Bethesda, Maryland.

AEJMC Conference, August, 2004, Toronto, Canada.

Invited Panelist: *Techniques for Effective Health Communication with Minorities*

Second International Conference on New Directions in the Humanities, July, 2004, Prato, Italy.

Author: *Entertainment-Education: Let's Try Combining Instead of Combating*

Co-author: *The News Media, Democracy and the Future*

Broadcast Education Association Conference, April, 2004, Las Vegas, Nevada

Invited Panelist: *Women in American Journalism: How far have we come?*

AEJMC Conference, August, 2003, Kansas City, Missouri.

Author: *An Entertainment-Education Video as a Tool to Influence Mammography Compliance Behavior among Latinas*

Discussant: Public Relations session

Tenth International Literacy and Education Research Network Conference on Learning, Institute of Education at University of London, July, 2003, London, England.

Author: *Using the Power of Entertainment to Educate*

International Conference on Social Sciences, University of Hawaii, June, 2003, Honolulu, Hawaii.

Author: *Using Entertainment-Education to Influence Mammography Compliance Behavior in Latinas*

Invited Panelist: *Banner Journalists: Women of the American Press*

Conference on Scholarship of Women, California State University-Fullerton, March, 2003, Fullerton, CA

Author: *Women of the American Press: The Challenges from Nellie Bly to Christiana Amanpour and Beyond*

Creative Projects

Script and Production: *Un Regalo Para el Bebe (A Gift for Baby)* (CDC grant #01DP000209-01)

Script and Production: *Love, Warmth, Memory* (NCI grant #5ROCCA113158)

Script and Production: *Situaciones Venenosas: El Baby Shower (The Baby Shower)* (State of California contract)

Script and Production: 30-second public service announcement *Imagine* for California Poison Control (State of California contract)

FUNDED GRANTS/CONTRACTS

EPOCHS Faculty/Student Mentoring Program to enhance postbaccalaureate opportunities at CSUF for Hispanic students, Spring 2011. \$1,000

Centers for Disease Control, Grant #1 R01 DP000209-01 *An Inderdisciplinary Approach to Address Childhood Obesity*, to CSUF's Center for the Promotion of Healthy Lifestyles and Obesity Prevention. Total of \$396,800 funded. One of 7 grants funded: development of the EE video *Un Regalo Para el Bebe* (A Gift for Baby) Co-investigator with Dr. Shari McMahan 7/06 – 3/07 \$50,000

National Institutes of Health/National Cancer Institute, *Using EE Video to Promote Cancer Screening in Thai Women*. Principal Investigator, 12/04 – 12/06 \$100,000

Undergraduate Research & Creativity Award (FDC) 4/06 For undergraduate student research assistance on publication: *In the Dark: A Consumer Perspective on FCC Broadcast Indecency Denials*. \$750

Yen N. Do Scholarly Research Grant, *Using EE Video to Promote Voter Education and Participation among Vietnamese in Southern California*. 1/06 – 5/06 \$8,500

California Poison Control System, contract 9000005943, Writing and Producing an EE video in Spanish to motivate Latinas to call the Poison Control Line; writing a 30-second public service announcement. 7/04 – 5/05 \$14,000

Summer Training Institute 2005 (FDC) June 2005 Comprehensive training in multimedia technology for use in teaching and research. \$1,000

“Team Up with Blackboard Grant” (FDC) January 2005 for mentoring departmental colleague in use of Blackboard in her courses. \$500

Departmental Grant, September 2005 for Ad U, six-week workshop sponsored by Los Angeles Advertising Agencies Association through Los Angeles Ad Club. \$250

Grant for International Travel (FDC) October 2004 for travel to Prato, Italy to present two papers at Second International Conference on New Directions in the Humanities, July 2004. \$460

Grant for Undergraduate Support Initiative: Research and Creative Activity Grant (FDC) March 2003 for *Cardiac Risk Factors Communication Intervention for Latinos*. \$820

Grant for Undergraduate Support Initiative: Research and Creative Activity Grant (FDC) March 2003 for *Mammography Compliance Behavior for Latinas*. \$820

UNFUNDED GRANT APPLICATIONS

The Margaret E. Oser Fund for Women, Pilot Project, *Promoting Breastfeeding & Reducing Diabetes in Latina Women*. \$23,000

Page/Johnson Legacy Scholar grant, Arthur W. Page Center for Integrity in Public Communication *Do Credos Work? Measuring the Success of PR Ethics Codes*, March, 2007 \$10,000

Aetna Foundation Regional Grant, *Stop Childhood Obesity before it Starts: Promoting Breastfeeding to Latinas*, July, 2006 \$50,000

National Institutes of Health, Clinical and Translational Science Award, health communications consultant to University of California-Irvine School of Medicine, April, 2006 \$5M

Health Funders Partnership of Orange County, *Addressing Childhood Obesity at its Origin: Promoting Breastfeeding to Latinas*, November, 2005 \$100,000

USC C-TREC Project, *Breastfeeding and Breast Cancer: Exploring Latina Perceptions of Breast Cancer Risk and Breastfeeding*, January, 2006 \$50,000

Kaiser Permanente, *Promoting Breastfeeding to Latinas* February, 2005 \$50,000

Centers for Disease Control, response to RFA-CD-05-108 *Center of Excellence in Health Marketing and Health Communication* June, 2005 \$1.2M

Mission & Goals Initiative, Center for Health Communication, 2003 \$12,000

Hoag Hospital Department of Community Medicine, Center for Health Communication, 2003 \$21,500.

Faculty Enhancement & Instructional Development Grant (FDC) – March 2003 for *Evaluation of Course Web Sites*

Untenured Faculty Development Grant (FDC) – September 2002 for *Influencing Mammography Compliance Behavior in Latinas*

Evaluation Panels

Susan G. Komen Grants Review Panel, to review Orange County community proposals for research in breast cancer, May 2007

Centers for Disease Control, Special Emphasis Panel – to evaluate applications for CDC Centers of Excellence in Health Marketing and Health Communication, Atlanta, GA. August 2005

AEJMC (Association for Excellence in Journalism and Mass Communication), Mass Communication Section, February 2007

AEJMC (Association for Excellence in Journalism and Mass Communication), Mass Communication Section, February 2006

International Academy of Business Disciplines, Public Relations Section, November 2005

University Service Activities

Chair, Faculty Development Center Board, CSUF

Member, Faculty Development Center Board, CSUF

Member, Health Promotion Research Institute Board, CSUF

Member, Center for Promotion of Healthy Lifestyles & Obesity Prevention, CSUF

Member, Center for Cancer Disparities Research, CSUF

Advisor, Center for Successful Aging, CSUF

Faculty, TouchOC workshop for nonprofits, CSUF Service Learning Program

Speaker, Proposal Development Academy Workshop for Junior Faculty, sponsored by Grants and Contracts, CSUF.

College/Department Service Activities

Member, College of Communications Strategic Planning Committee

Member, Department Executive Committee

Coordinator, Department Core Concentration

Past Coordinator, Public Relations Concentration

Chair, Curriculum Committee

Past Member, Search Committee

Chair, Scholarship Committee

Member, Graduate Committee

CSUF Coordinator, Career Day for advertising students, Los Angeles Ad Club

Professional Experience/Activities

Partner, Group L, 1998 to 2001 (Duties: Provided business communications management consulting to various clients, including strategic planning, execution and evaluation of marketing communication campaigns.)

Corporate Director of Marketing and Communications, Southern California Healthcare Systems, 1995 to 1998 (Duties: Planned, developed, implemented and managed all joint marketing and communications programs for \$500 million integrated healthcare delivery system with 5 hospitals, 2 physician groups, a physician services organization (PSO), 2 skilled nursing facilities and a central lab.)

Researcher, University of Southern California Annenberg School of Communications and part-time instructor, CSUF, 1993 to 1995.

Corporate Director of Marketing and Communications, St. Joseph Hospital, 1991 to 1993. (Duties: Recruited, developed and managed nine-person staff and managed in-house marketing/advertising/public relations agency designed to control quality, turnaround time and

budget for all hospital marketing communications, media relations, special events, employee communications and video production.

Vice President of Communications, Hoag Memorial Hospital, 1986 to 1991.
(Duties: Recruited, developed and managed nine-person staff and managed in-house advertising/public relations agency to control quality, turnaround time and budget for marketing communications, media relations, special events, employee communications and video production.)

Public Relations Consultant, 1981 to 1983. (Duties: Handled all public relations requirements for Orlando's largest ad agency.)

Vice President/Partner, Primm Advertising, 1975 to 1979 (Duties: Responsible for marketing planning, creative concepts, public relations for financial and retail clients. Wrote and co-produced over 200 regional and local television commercials.)

Publicity/On-Air Promotion Director , Phil Donahue Show, 1970 to 1975 (Duties: Responsible for all national media relations, on-air promotion production and liaison with 60 subscriber stations.)

CSUF Workshop Presentations

Moderator and keynote speaker, TouchOC media training workshop, May 2008, Orange County, California, sponsored by Service Learning Program, CSUF.

Speaker, Proposal Development Academy Workshop for Junior Faculty, sponsored by Grants and Contracts, CSUF.

Academic & Professional Memberships

International Communications Association

Association for Education in Journalism and Mass Communications.

Public Relations Society of America.

Los Angeles Advertising Club.

Honors and Awards

TLAC Teaching and Learning Certification, 2005

Selected for Summer Training Institute 2005 (Faculty Development Center) June 2005
Comprehensive training in multimedia technology for use in teaching and research.

Selected for "Team Up with Blackboard Grant" (Faculty Development Center) January 2005 for mentoring departmental colleague in use of Blackboard in her courses.

