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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)

Professional Experience

Associate Professor, Department of Communications; Director, Public Relations Concentration, CSUF, 2007 to present. (Duties: Teaching classes in core requirements and public relations concentration, serve on various university and department committees.)

Assistant Professor, Department of Communications; Director, Public Relations Concentration CSUF, 2001 to 2007. (Duties: Teaching classes in advertising and public relations concentrations and core requirements, serve on various university and department committees.)

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

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. (Duties: Conducting research, writing and defending Ph.D. dissertation and teaching public relations, advertising writing and mass communications courses at CSUF.)

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.)

Doctoral candidate, University of Southern California Annenberg School of Communications, 1983 to 1986. (Duties: completing coursework.

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

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

Master's Student, Temple University, 1979 to 1981. (Duties: coursework and thesis.)

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.)

Teaching Performance

Courses taught include:

Graduate seminars: Health Communication Campaigns

Undergraduate core courses: Media History; Mass Media and Society; Persuasive Communication

Undergraduate advertising and public relations courses: Corporate and Nonprofit Public Relations, Creative Strategy and Execution, Principles of Advertising, Public Relations Seminar

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. (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., Tanjasiri, S. (2008) Using Entertainment-Education to Promote Cervical Cancer Screening in Thai Women. *Journal of Cancer Education*. (pending publication)

Love, G., Mouttapa, M., Tanjasiri, S. (2008) Using Entertainment-Education Video to Reduce Barriers to Discussion of Cervical Cancer Screening among Thai Women. *Health Education Research*. (pending publication)

Belmas, G.; Love, G.; Foy, B. 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.

Love, G. (2008) *Just Say Si: Influencing Mammography Compliance Behavior in Latinas* (in review)

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

Public and 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.

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

Professional Memberships

Public Relations and Advertising divisions, Association for Education in Journalism and Mass Communications.

Member, Public Relations Society of America.

Member, Los Angeles Advertising Club.

Center for Cancer Disparities Research, CSUF Health Sciences Department

Center for Promotion of Healthy Lifestyles & Obesity Prevention, CSUF Health Sciences Department

Multidisciplinary Taskforce for Health Marketing and Health Communication, CSUF

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.

Campus Service Activities

Coordinator, Public Relations Concentration

Member, Search Committee

Member, Scholarship Committee

Member, Curriculum Committee

Chair, Faculty Development Center Board

Member, Faculty Development Center Board

Member, Health Promotion Institute Board