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OSCAR H. GANDY, JR.

Educational Background

PhD. Stanford University, Public Affairs Communication, 1976  
MA University of Pennsylvania, Communication Behavior, 1970  
BA University of New Mexico, Sociology, 1967  
AA Nassau Community College, Social Sciences, 1964

Professional Background

2006 Professor emeritus, University of Pennsylvania

2001 The LeBoff Distinguished Visiting Scholar, New York University

1998-2006 Information and Society Term Chair  
[Herbert I. Schiller Professor]  
University of Pennsylvania

1993-1994 Fellow, Freedom Forum Media Studies Center,  
Columbia University

1991- Professor, Annenberg School for Communication,  
University of Pennsylvania

1987-1991 Associate Professor, Annenberg School for  
Communication, University of Pennsylvania

1986-1987 Director, Center for Communications Research, Howard  
University School of Communications

1985-1986 Acting Director, Proposed Center for Communications  
Research, Howard University, School of Communications

1981-1987 Graduate Associate Professor (Indefinite Tenure),  
Department of Communication Arts and Sciences, Howard  
University

1980-1981 Graduate Assistant Professor, Department of  
Communication Arts and Sciences, Howard University

1977-1980 Assistant Professor and Coordinator of Broadcast  
Production, Department of Radio, Television and Film,  
Howard University

1976-1977 Postdoctoral Fellow, Annenberg School of Communication,  
University of Pennsylvania

1973-1976 Ford Foundation Fellow, National Fellowships Fund,  
Stanford University

1974-1975 Research Assistant, Department of Communication,  
Stanford University

1971-1973 Lecturer, Communications Program, The Third College,  
University of California, San Diego

1969-1971	Writer/Producer, WCAU-TV, CBS, Incorporated
1968-1970	Research Assistant, Annenberg School of Communications, University of Pennsylvania
1966-1967	Research Assistant, Department of Sociology, University of New Mexico
1964-1965	Engineering Clerk, Sperry Gyroscope Corporation

## PUBLICATIONS

### Books and Monographs

Oscar H. Gandy, Jr. Coming to Terms with Chance: Engaging Rational Discrimination and Cumulative Disadvantage. Farnham, Surrey: Ashgate Publishing (2009).

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Chanita Hughes Halbert, Oscar H. Gandy, Jr., Aliya Collier and Lee Shaker. "Intentions to participate in genetics research among African American smokers." Cancer Epidemiology Biomarkers & Prevention, 15(2006): 150-153.

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Oscar H. Gandy, Jr., & Zhan Li. "Framing comparative risk: A preliminary analysis" *The Howard Journal of Communications*, Vol. 16(2) (April-June, 2005): 71-86.

Mihaela Popescu and Oscar H. Gandy, Jr. Whose environmental justice? Social identity and institutional rationality. *Journal of Environmental Law and Litigation*. Vol. 19 (Spring 2004): 141-192.

Ricardo J. Wray, Robert M. Hornik, Oscar H. Gandy, Jo Stryker, Marissa Ghez, Kelly Mitchell-Clark. Preventing domestic violence in the African American Community: Assessing the impact of a dramatic radio serial. *Journal of Health Communication*, Vol. 9 No. 1 (January-February, 2004):31-52.

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Oscar H. Gandy, Jr. "Gently, gently catch the monkey. Rush, and catch the air" [foreword], pp ix-xi in J. Woo. *Copyright Law and Computer Programs*, New York: Garland Publishers, 2000.

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Oscar H. Gandy, Jr. "Coming to terms with the panoptic sort." pp. 132-155 in D. Lyons and E. Zuriek [eds]. *New Technology, Surveillance and Social Control*. Minneapolis: University of Minnesota Press , 1996.

Oscar H. Gandy, Jr.. "If it weren't for bad luck...Framing stories of racially comparative risk." pp. 55-75 in V. Berry and C. Manning-Miller [Eds]. *Mediated Messages and African-American Culture*. Thousand Oaks, CA: Sage Publications, 1996.

Oscar H. Gandy, Jr. "The role of theory in the policy process. A response to Professor Westin." pp. 99-106 in C. Firestone and J. Schement (Eds.). *Toward an Information Bill of Rights and Responsibilities*. Washington DC: The Aspen Institute Communications and Society Program, 1995.

Oscar H. Gandy, Jr. "It's discrimination stupid!" pp 35-47 In J. Brook and I. Boal [Eds]. *Resisting the Virtual Life. The Culture and Politics of Information*. San Francisco: City Lights Books , 1995.

Oscar H. Gandy, Jr. "Transaction-Generated Information (TGI): Signaling, sorting, and the Communication of Self." pp. 421-433 in J. Schement and B. Rubin [Eds] *Between Communication and Information: Information and Behavior*, Vol. 4 , New Brunswick, NJ: Transaction Publishers, 1993.

Jelena Grcic Polic and Oscar H. Gandy, Jr. "Regulatory responsibility and the emergence of the marketplace standard." pp. 222-247 in J. Wasko, V. Mosco and M. Pendakur (Eds). *Illuminating the Blindspots: Essays in Honor of Dallas Smythe*. Norwood, NJ: Ablex, 1993.

Oscar H. Gandy, Jr. "On building theory from the inside out." pp. 381-395 in S. Deetz [ed]. *Communication Yearbook 16*. Newbury Park, CA: Sage, 1993.

Oscar H. Gandy, Jr. "Introduction. Infrastruction: A chaotic disturbance in the policy discourse." pp. ix-xxxiv in *A National Information Network. Changing Our Lives in the 21st Century*. Queenstown, MD: Institute for Information Studies, 1992.

Oscar H. Gandy, Jr. "Media planning for development: Transformational criteria for the selection of information technology." pp. 196-205 in M. Cummings, L. Niles and O. Taylor [eds]. *Handbook on Communications and Development in Africa and the African Diaspora*. Needham Heights, MA: Ginn Press, 1992.

Oscar H. Gandy, Jr. "Fear of flying: Developing nations and the coming information wars." pp. 214-222 in M. Cummings, L. Nyles and O. Taylor [eds]. *Handbook on Communications and Development in Africa and the African Diaspora*. Needham Heights, MA: Ginn Press, 1992.

Oscar H. Gandy, Jr. "Public relations and public policy: The structuration of dominance in the information age," pp. 131-163 in E. Toth and R. Heath (Eds). *Rhetorical and Critical Approaches to Public Relations*. Hillsdale, NJ: L. Erlbaum , 1992.

Oscar Gandy. "Beyond agenda setting" (edited "Introduction" from *Beyond Agenda Setting*, 1982), pp. 263-275 in D. Protesse and M. McCombs (eds), *Agenda Setting. Readings on Media, Public Opinion, and Policymaking*. Hillsdale, NJ: Lawrence Erlbaum, 1991.

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June Fisher, Oscar H. Gandy, Jr. and Noreene Janus. "The Role of Popular Media in Defining Sickness and Health." pp. 240-262 in E. McAnany, J. Schnitman and N. Janus (Eds). *Communication and Social Structure*. New York: Praeger, 1981.

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#### Book Reviews

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Oscar H. Gandy, Jr. "Where does our responsibility end? The role of Black scientists and engineers in the surveillance age." *Journal of the NTA*, July, 1988: 72 pf.

Oscar H. Gandy, Jr. *Telephone Survey and Analysis of Survey Data, Re: The Minority Programming Consortia*. Final Report to The Corporation for Public Broadcasting, February, 1987

Oscar H. Gandy, Jr. "Who knows what from which media?" *Media Monitor*, September/October, 1986: 9.

#### Non-Print Publications (Writer and/or Producer)

"Mental Health: Racism in America (Documentary Film), National Black Science Students Organization, 1982.

"Its Basically Economic (Instructional Television Series), WCAU-TV, 1971.

"Conditions at this Hour are Normal!" (Television Documentary Special), WCAU-TV, 1971.

"Malcolm X" (Program in cultural series), WCAU-TV, 1971.

"Introduction to Photography" (Instructional Television Series), WCAU-TV, 1970.

"Social Implications of Twentieth Century Technology" (Instructional Television Series), WCAU-TV, 1970.

"Right On!" (Public Affairs Television Series), WCAU-TV, 1969-71.

#### Papers Presented at Professional Meetings

Oscar H. Gandy, Jr. "Consumer protection in cyberspace." International Association for Media and Communication Research, Istanbul, Turkey, July 2011.

Oscar H. Gandy, Jr. "Wedging equity and environmental justice into the discourse on sustainability." International Association for Media and Communication Research, Istanbul, Turkey, July 2011.

Oscar H. Gandy, Jr. "Engaging rational discrimination." Keynote address. Conference on Ethics, Technology and Identity. Delft University of Technology, The Netherlands. June 28, 2008.

Oscar H. Gandy, Jr. "Race and cumulative advantage: engaging the actuarial assumption" 2008 Hixon-Riggs Forum on Science, Technology and Society, Harvey Mudd College, Claremont, CA. March 28, 2008.

Oscar H. Gandy, Jr. "Race and cumulative disadvantage: Engaging the actuarial assumption" Twenty-First Annual B. Aubrey Fisher Memorial Lecture, University of Utah, October 18, 2007.

Oscar H. Gandy, Jr. & Kenneth N. Farrall, "Putting down stakes: Exploring the political economy of property in cyberspace." International Association for Media and Communication Research, Paris, July 2007.

Oscar H. Gandy, Jr & Lemi Baruh, "The contributions of race, spirituality, and locus of control to perceptions of relative cancer risk", International Association for Media and Communication Research, Paris, July, 2007.

Oscar H. Gandy, Jr., "Minding the gap: Covering inequality in the NY Times and the Washington Post," International Association for Media and Communication Research, Paris, July 2007.

Oscar H. Gandy, Jr., "Minding the gap," Seminar in Health Disparities, School of Public Health, St. Louis University, April 20, 2007.

Oscar H. Gandy, Jr. "Framing Katrina," Inaugural Symposium on Critical Race Studies, UCLA Law School, April 14, 2007.

Oscar H. Gandy, Jr. "If it weren't for bad luck..." 14<sup>th</sup> Annual Walter and Lee Annenberg Lecture, Annenberg School for Communication, October 27, 2005.

Bill D. Herman & Oscar H. Gandy, Jr., "Catch 1201: An analysis of discourse in the 2000 and 2003 DMCA Anticircumvention Hearings, " AEJMC Convention, San Antonio, Texas, August, 2005.

Oscar H. Gandy, Jr., "Quixotics Unite! Engaging the Pragmatists on Rational Discrimination", Theorizing Surveillance, Queen's University, May 12, 2005.

Oscar H. Gandy, Jr. "Racial profiling, they say it's against the law!" The Concealed Eye, University of Ottawa Faculty of Law, March 5, 2005.

Oscar H. Gandy, Jr. "Racial statistics as the new stereotypes." University of Pennsylvania School of Nursing, December 7, 2004.

Oscar H. Gandy, Jr. "Framing racial disparity." Symposium on Equity and Race in Democratic Society, University of Pennsylvania, October 28, 2004.

Oscar Gandy, Chanita Hughes and Lee Shaker. "What do I think? It depends upon who you think I am: Racial identity and the nature of third-person effects," Congress of the IAMCR, Porto Alegre, Brazil, July, 2004.

Oscar H. Gandy, Jr. "The Great Frame Robbery: The strategic use of public opinion in the formation of media policy in the United States," Congress of the IAMCR, Porto Alegre, Brazil, July, 2004.

Oscar H. Gandy, Jr. "Data mining, surveillance and discrimination in the Post-911 environment." Conference on The New Politics of Surveillance and Visibility. Green College, UBC, Vancouver, May 2003.

Oscar H. Gandy, Jr. "Public opinion and the formation of public policy," Panel on Performing the Body Politic, Ursinus College, April 21, 2003.

Oscar H. Gandy, Jr. "Data mining, discrimination and the decline of the public sphere" Dixons' Public Lecture, London School of Economics, November 7, 2002.

Oscar H. Gandy, Jr. "Data mining and surveillance in the post- 9.11 environment" IAMCR Conference, Barcelona, July, 2002.

Oscar H. Gandy, Jr. "Framing comparative risk." IAMCR Conference, Barcelona, July, 2002.

Oscar H. Gandy, Jr. "Audiences on demand." Capitalism and Communication in the 21<sup>st</sup> Century. University of Westminster, June 13, 2002.

Oscar H. Gandy, Jr., "Data mining and the expectation of privacy" LeBoff Lecture, NYU, November 15, 2001.

Mihaela Popescu and Oscar H. Gandy, Jr. "Whose environmental justice? Social identity and institutional rationality." Law and Society Association meeting, Budapest, Hungary, July, 2001.

Mihaela Popescu and Oscar H. Gandy, Jr. "Unpacking justice: Race, reason and regulation in the construction of environmental discrimination. International Communications Association, Washington, DC, May 2001.

Oscar H. Gandy, Jr. "The irrationality of rational choice: Audience segmentation and the real digital divide." Closing Keynote Address, Symposium on Democracy, Kent State University, April 12, 2001.

Oscar H. Gandy, Jr. "Segmentation, targeting and discrimination in the media", Conference on Race and the Media, University of Michigan, Ann Arbor, March 18, 2001.

Oscar H. Gandy, Jr. "Constructing the reasonable consumer. Public opinion surveys and privacy policy" Computers, Freedom and Privacy 2001, Cambridge, MA, March 8, 2001.

Oscar H. Gandy, Jr. "Coming to terms with chance: statistics and reasonable racism", Wayne Danielson Lecture, University of Texas at Austin, October, 2000.

Rosa Mikeal Gross and Oscar H. Gandy, Jr. "Economic and ethical frames in the discourse of public hearings: The case of workforce training." Conference of the IAMCR, Singapore, July, 2000.

Oscar H. Gandy, Jr. "Racial identity, media use, and the social construction of risk" Conference of the IAMCR, Singapore, July, 2000.

Oscar H. Gandy, Jr. "Audience construction: Race, ethnicity and segmentation in popular media." Conference of the ICA, Acapulco, May, 2000.

Oscar H. Gandy, Jr., "Exploring identity and identification in cyberspace", Conference of the ICA, Acapulco, May, 2000.

Jennifer Hannah and Oscar H. Gandy, Jr. "Editorial opinion and racial profiling: Coming to terms with DWB", Conference of the ICA, Acapulco, May, 2000.

Robert Hornik, Oscar Gandy, Ricardo Wray and Jo Stryker. "Preventing domestic violence in the African American community: The impact of a dramatic radio serial", Conference of the ICA, Acapulco, May, 2000.

Oscar H. Gandy, Jr. "Keynote address" AEJMC/GEIG conference. University of Colorado, Boulder, April, 2000.

Oscar H. Gandy, Jr. The political economy of identity and identification in cyberspace. Conference on Media and Communication in the New Global Economy. UCSD, October, 1999.

Oscar H. Gandy, Jr. "Engaging the reasonable racist", Westfield State College, Westfield, March 26, 1999.

Oscar H. Gandy, Jr. "A conversation about communication and race", University of Massachusetts at Amherst, March 26, 1999.

Oscar H. Gandy, Jr. "The problem with identity," Sixth National Symposium on Arts and Scholarship, Children's Defense Fund, Haley Farm, Clinton TN, March 20, 1999.

Oscar H. Gandy, Jr. "Lies, Damn lies, errors, and a few slips of the tongue." Conference on the Study of African American Problems, University of Pennsylvania, February 24, 1999.

Oscar H. Gandy, Jr. "Communication and Race" University of Texas at Austin, November, 23-24, 1998

Oscar H. Gandy, Jr. "Covering the diversity debate in the press." Hechinger Institute on Education and the Media, Columbia University, November 1, 1998.

Jessica Davis and Oscar H. Gandy, Jr. "Punctuated disequilibria: Cycles of change and African American resistance." International Association for Media and Communications Research. Glasgow, Scotland. July, 1998.

Stacy Benjamin and Oscar H. Gandy, Jr. "Lady Luck falls on hard times: Themes of risk, fate, and uncertainty in American popular music in the 20<sup>th</sup> Century." International Association for Media and Communications Research. Glasgow, Scotland, July, 1998.

Oscar H. Gandy, Jr. "Dividing practices: Segmentation and targeting in the emerging public sphere." Union for Democratic Communication, San Francisco, CA, June 13, 1998.

Oscar H. Gandy, Jr. "Squaring up the frame: Reflections on the status of framing theory and research." Closing keynote address. Conference on "Framing in the New Media Landscape" Center for Mass Communications Research, University of South Carolina, October, 1997.

Oscar H. Gandy, Jr. "Different quotes for different folks: Reporting race and risk" College of Communication and Information Studies, University of Kentucky, April, 1997.

Oscar H. Gandy, Jr. and Jonathan Baron, " Perceptions of racial differences in risk." Decision sciences seminar, University of Pennsylvania. November, 1996.

Oscar H. Gandy, Jr. "A Social Problems Perspective." Information Technology at ENIAC+50. International Forum, North American Seminar, The Wharton School, Philadelphia, September 7, 1996.

Oscar H. Gandy, Jr., Katharina Kopp, Tanya Hands, David Phillips and Karen Frazer. "The role of mass media in the perception of racial inequality." International Association for Mass Communication Research, Sydney, Australia, August, 1996.

Oscar H. Gandy, Jr., Katharina Kopp, Tanya Hands, Karen Frazer, and David Phillips. "The influence of structural forces on the reporting of racially comparative risk." Association for Education in Journalism and Mass Communication, Anaheim, CA, August, 1996.

Oscar H. Gandy, Jr. "Race and communication." PhD Seminar, Rutgers University, New Brunswick, NJ. February 9, 1996

Oscar H. Gandy, Jr. "Legitimate business interest. No end in sight?" University of Chicago Legal Forum Symposium on "Law in Cyberspace." Chicago, IL, November 4, 1995.

Oscar H. Gandy, Jr. "Corporations and the privacy interest." Telecommunications Policy Research Conference, Solomon Islands, MD, October 1, 1995.

Oscar H. Gandy, Jr. "Integrating theory and research on minorities." Association for Education in Journalism and Mass Communication, Washington DC, August 11, 1995.

Oscar H. Gandy, Jr. "Information subsidies and the structuration of risk." AAAS, Atlanta GA. February, 1995

Oscar H. Gandy, Jr. "The new information infrastructure: Critical connections and missing links." Telecommunications Symposium. University of Massachusetts, Lowell. September, 1994.

Oscar H. Gandy, Jr. "If it weren't for bad luck...A study of the ways the major American newspapers frame stories of comparative risk." Association for Education in Journalism and Mass Communication, Atlanta, Georgia, August, 1994.

Oscar H. Gandy, Jr. "The structural perspective in mass communication research." Association for Education in Journalism and Mass Communication, Atlanta, Georgia, August, 1994.

Oscar H. Gandy, Jr. IF IT WEREN'T FOR BAD LUCK....The construction of comparative risk in the symbolic environment." International Association for Mass Communication Research. Seoul, Korea, July, 1994.

Oscar H. Gandy, Jr. "Reflections on the contribution of Dallas Smythe." International Association for Mass Communication Research. Seoul, Korea, July, 1994.

Oscar H. Gandy, Jr. "If it weren't for bad luck...." Seminar. Freedom Forum Media Studies Center. Columbia University, New York, NY, April, 1994.

Oscar H. Gandy, Jr. "Ethical problems in marketing." GTE Ethics Lecture Series, Muskegon Community College, Muskegon, MI, April, 1994.

Oscar H. Gandy, Jr. "Information technology, privacy, and power." Seminar in Ethics and Technology, Princeton University Center for Human Values, Princeton, NJ, April, 1994.

Oscar H. Gandy, Jr. "Marketing and Profiles." Computers, Freedom and Privacy '94. John Marshall Law School. Chicago, IL, March, 1994.

Oscar H. Gandy, Jr. "Problems in the Information Age" Telecommunications Conference, New York State Assembly, Albany NY, February, 1994.

Oscar H. Gandy, Jr. "The information superhighway as the yellow brick road." Santa Clara University, January, 1994.

Oscar H. Gandy, Jr. "Communication and risk: The role of the press." Columbia University, Graduate School of Journalism. New York, NY, January, 1994.

Oscar H. Gandy, Jr. "Back to the future once more: Minorities and communication research." Conference paper. Association for Education in Journalism and Mass Communication, Kansas City, MO, August, 1993.

Oscar H. Gandy, Jr. "The role of theory in the policy process. A response to Alan Westin." Background Paper. Aspen Institute Communications and Society Program: Designing an Information Bill of Rights and Responsibilities. Aspen, Colorado, July/August, 1993.

Kent Goshorn and Oscar H. Gandy, Jr. "Staking a claim in the realm of risk: The role of the popular press." [top three paper]. International Communication Association, Washington DC, June, 1993.

Oscar H. Gandy, Jr. "The Panoptic Sort: A political economy of personal information." Conference on surveillance. Queen's University, Kingston, Ontario, Canada, May, 1993.

Oscar H. Gandy, Jr. "Power and control: The Panoptic Sort" Conference of the American Society for Information Science, Pittsburgh PA, October, 1992.

Oscar H. Gandy, Jr. "The political economy of personal information." International Association for Mass Communication Research, Sao Paulo, Brazil, August, 1992.

Oscar H. Gandy, Jr. "Information and Power." Alumni Communications Lecture, Ohio State University, May, 1992.

Oscar H. Gandy, "The dangers inherent in new information technology." Franklin Memorial Junta, Franklin Institute, Philadelphia, Pa, May, 1992.

Oscar H. Gandy, Jr. "African Americans and Privacy" Speech Communication Association, Atlanta, GA, October 31-November 2, 1991.

Oscar H. Gandy, Jr. "The anticipatory response: Avoiding the destructive gales of popular resistance." Nineteenth Annual Telecommunications Policy Research Conference, Solomons Island, MD, September 30, 1991.

Oscar H. Gandy, Jr. "Trust in government and active participation: The role of media use, ideology, personality and political interest in the democratic urge." Association for Education in Journalism and Mass Communication. Boston, MA: August, 1991.

Oscar H. Gandy, Jr. "Personal privacy" A public relations nightmare." Speech Communications Association, Chicago, Ill, November, 1990.

Oscar H. Gandy, Jr. "Caller ID, ANI and Privacy Issues: The sociological perspective." Conference on Caller ID, ANI and Privacy. Telecommunications Reports. Washington, DC, October, 1990.

Jelena Grcic-Polic and Oscar H. Gandy, Jr. "The emergence of the marketplace standard: An analysis of FCC Decisions on Petitions to Deny, 1963-1988" Legal Section, IAMCR, Bled, Yugoslavia, August, 1990.

Fumitoshi Kato and Oscar H. Gandy, Jr. "Mobile communication systems and organizational change: A case study of the modern newspaper." Communication Technology Section, IAMCR, Bled, Yugoslavia, August, 1990.

Kurt Miller and Oscar H. Gandy, Jr. "Paradigmatic Drift: A bibliographic review of the spread of economic analysis in the literature of communication. Bibliography Section, IAMCR, Bled, Yugoslavia, August, 1990.

Todd Kristel and Oscar H. Gandy, Jr. "Conditioning consent: In search of the social locations of privacy orientations in the age of surveillance." Sociology and Social Psychology Section, IAMCR, Bled, Yugoslavia, August, 1990.

Oscar H. Gandy, Jr. " Policy research in the information age: A response to James Halloran". Plenary paper. IAMCR, Bled , Yugoslavia, August, 1990.

Oscar H. Gandy, Jr. "Find the power: New directions for research on minorities and communication." Mini-plenary. AEJMC, Minneapolis, MN, August, 1990.

Oscar H. Gandy, Jr. "Quantity versus quality: The uncertainty of tenure." Workshop on Research Issues in Tenure and Promotion Decisions. AEJMC, Minneapolis, MN, August, 1990.

Oscar H. Gandy, Jr. "Telecommunications and Privacy." Conference on Privacy in the 1990's. National Consumers League/US Office of Consumer Affairs, Washington, DC, June, 1990.

Oscar H. Gandy, Jr. "The cybernetic triage: Inequality in the Information Age." Battelle Endowment Lecture, Ohio State University, May 3, 1990. (modified for presentation to Baltimore Regional Alumni Club, University of Pennsylvania, June 1, 1990)

Oscar H. Gandy, Jr. "Database marketing and privacy." Communications Seminar Series, MIT, February, 1990.

Oscar H. Gandy, Jr. "The preference for privacy: In search of the social locations of privacy orientations." Speech Communication Association, San Francisco, November, 1989.

Oscar H. Gandy, Jr. "Race, Class and Consciousness: Perspectives on Privacy in the Information Age" Conference on Culture and Communication, Philadelphia, PA, October, 1989.

Oscar H. Gandy, Jr. "Privacy and the crisis of control." Working group on privacy and information technology. IAMCR, Barcelona, Spain, July, 1988.

Oscar H. Gandy, Jr. "Agenda setting and beyond: A construct explored" Section on Sociology and Social Psychology, Panel on Classic Themes in Mass Communications, IAMCR, Barcelona, Spain, July, 1988.

Oscar H. Gandy, Jr. "Telecommunications and Privacy." Union for Democratic Communications, Carlton University, Ottawa, Canada, April, 1988.

Oscar H. Gandy, Jr. and Paula Matabane. "Television and its influence among African-Americans and Hispanics." [Winner, faculty research competition] Minorities and Communications Division, AEJMC, Portland, Oregon, July, 1988.

Oscar H. Gandy, Jr. "Telecommunications and Privacy: A Crisis in Confidence" Telecommunications Seminar Series, University of Pennsylvania, December, 1987.

Paula Matabane and Oscar H. Gandy, Jr. "Through the prism of race and controversy, did viewers learn anything from The Africans?" [Winner, faculty research competition] Association for Education in Journalism and Mass Communications, San Antonio, Texas, August, 1987.

Oscar H. Gandy, Jr. "Update: Who sets the media agenda?" Association for Education in Journalism and Mass Communications, San Antonio, Texas, August, 1987.

Oscar H. Gandy, Jr. "A research agenda for the information age: A personal and institutional response" Conference on Agendas for Mass Communication Research, University of Maryland, October, 1986.

Oscar H. Gandy, Jr., Paula W. Matabane and John Omachonu. "Media Evaluation, Use and Reliance: Understanding Student Perspectives on the South African Conflict." Conference of the International Association for Mass Communications Research, New Delhi, August, 1986.

Paula W. Matabane, Oscar H. Gandy, Jr. and John Omachonu. "Understanding Social Conflict: Media Reliance and Student Perspectives on the Struggle in South Africa." International Communications Association, Chicago, May, 1986.

Oscar H. Gandy, Jr. "Information Rich-Information Poor: Toward a Research Agenda" Conference on the Geography of the Information Economy, Washington, DC, May, 1986.

Oscar H. Gandy, Jr. and Larry G. Coleman. "After the rainbow fades: Black students and the Jesse Jackson campaign." American Political Science Association, New Orleans, September, 1985.

Oscar H. Gandy, Jr. "Inequality: You Don't Even Notice it After a While" Thirteenth Annual Telecommunications Policy Research Conference, Airlie, VA, April, 1985.

Oscar H. Gandy, Jr. and Larry G. Coleman. "The Jackson Campaign: Setting the Student Agenda." The Speech Communication Association, Chicago, November, 1984.

Janette L. Dates and Oscar H. Gandy, Jr. "The Jackson Campaign: Setting the Public Agenda." Speech Communication Association, Chicago, November, 1984.

Oscar H. Gandy and Mohammed El Waylly. "The Knowledge Gap and Foreign Affairs: Factors Associated with Differential Knowledge of the Palestinian Conflict." International Association for Mass Communications Research, Prague, August, 1984.

Oscar H. Gandy, Jr. "Media Technology and Targeting: Patching the Cracks in Hegemony" International Association for Mass Communications Research, Prague, August, 1984.

Oscar H. Gandy, Jr. and Larry G. Coleman. "Watch Jesse Run and Tell Me What You See" Association for Education in Journalism and Mass Communications, Gainesville, FL, August, 1984.

Oscar H. Gandy, Jr. and Charles E. Simmons. "Technology, Privacy and the Democratic Process" Association for Education in Journalism and Mass Communications, Gainesville, FL, August, 1984.

Oscar H. Gandy, Jr. "Audience Segmentation--Targeting information subsidies" Speech Communication Association, Washington, DC, November, 1983.

Oscar H. Gandy, Jr. "Values and Program Preferences: The Nature of Audience Selectivity." International Association for Mass Communications Research, Paris, September, 1983.

Oscar H. Gandy, Jr. "The Black Audience: Implications of Selectivity", Second World Congress on Communication and Development, Barbados, July, 1983.

Oscar H. Gandy, Jr. "Fear of Flying: Developing Nations and the Coming Information Wars", Second World Congress on Communication and Development, Barbados, July, 1983.

Oscar H. Gandy, Jr. "Audience Choice and TV's Ideological Effect" Colloquim Series, Annenberg School of Communication, Philadelphia, October, 1982.

Oscar H. Gandy, Jr. "Social Research, Social Responsibility and Public Policy", Ninth Annual Telecommunications Policy Research Conference, Annapolis, MD, April, 1981.

Oscar H. Gandy, Jr. "Is That All There is to Love?" Conference on Culture and Communications", Philadelphia, October, 1981.

Oscar H. Gandy, Jr. "The Choice of Media Technology for Health and Development Communication", The Johns Hopkins School of Hygiene and Public Health, 1980

Oscar H. Gandy, Jr. "Toward the Production of Minority Audience Characteristics", Symposium on Minority Audience Research, Lenox, Mass, October, 1980.

Oscar H. Gandy, Jr. "The Communications Perspective: Information, Business, and the Global Response to American Hegemony", American Studies Program, Temple University, Philadelphia, 1980.

Oscar H. Gandy, Jr. "Beyond Agenda Setting: Information Subsidies and the Capitalist State" International Association for Mass Communications Research", Caracas, August, 1980

Oscar H. Gandy, Jr. and Nancy Signorielli. "Audience Production Functions: A Technical Approach to Broadcast Programming", International Communications Association, Acapulco, May, 1980.

Oscar H. Gandy, Jr. "Market Power and Cultural Imperialism", International Communications Association, Acapulco, May, 1980.

Oscar H. Gandy, Jr. and Nancy Signorielli, "Cultural Pollution and the Productivity of Violence" Association for Education in Journalism, Houston, August, 1979.

Oscar H. Gandy, Jr. "Economies of Scale and Cultural Pollution" Seventh Annual Telecommunications Policy Research Conference, Skytop, PA, April, 1979.

Oscar H. Gandy, Jr. "Programming News in a 70% Black Market" Conference of the National Black Media Coalition, Washington, DC, October, 1978.

Oscar H. Gandy, Jr. "Audience Production Functions: A New Look at the Economics of Broadcasting" International Communication Association, Chicago, April, 1978.

Oscar H. Gandy, Jr. "The Bionic Wallet: Mass Media and National Health Policy", Conference on Communication and Technology, University of Wisconsin-Milwaukee, 1977.

Oscar H. Gandy, Jr., Tim Haight, Jorge Schement and F. Gutierrez, "Citizen Action and Broadcaster's Interests: The Case of the FCC", International Communication Association, Eugene, OR, April, 1976.

Oscar H. Gandy, Jr. "What Alternatives are there for Using Media in Tanzania?" African Studies Association, San Francisco, December, 1975.

## COMMUNITY SERVICE

### To the University Community

Chair, Pluralism Committee of the University Council, 2005--

Designate, Senate Executive Committee, 2004--

Member, Provost Search Committee, 2005

Chair, Structural and Organizational Issues Working Group, W.E.B. DuBois Collective Research Institute, 1998-

Member, Faculty Advisory Committee, Center for Community Partnerships, 1998-

Member, Senate Committee on Academic Freedom and Responsibility, 1997--

Member, Working Group, African American Interdisciplinary Learning and Research Initiative, University of Pennsylvania, 1997--

Member, Dean's Search Committee. School of Arts and Sciences, University of Pennsylvania, 1996-7.

External review consultant. Ontario Council of Graduate Studies, Carleton University PhD Programme in Mass Communications, Fall, 1996.

Chair, Information and Society Planning Committee, Annenberg Public Policy Center, 1995-6.

Member, Affirmative Action Council, 1995-; Chair, Subcommittee on Faculty and Staff Hiring and Retention (1996-8).

Member, Dean's Review Committee, Annenberg School, 1994.

Member, Provost's Committee on Undergraduate Education; Chair, Subcommittee on public service/service learning. 1994-5.

Member, Deputy Provost Search Committee, 1992.

Faculty Affirmative Action Officer, Annenberg School for Communication, 1989-91, 1992--1996.

Member, Honorary Degrees Committee, University of Pennsylvania, 1989-91

Member, Provost's Committee on Doctoral Education, University of Pennsylvania, 1989-90

Member, Task Force on Retirement, University of Pennsylvania, 1989-92.

Member, Advisory Board, School of Communications, Howard University, 1988-1996.

Member, Executive Committee, ASC, 1989-91, 1995-

Member, Graduate Studies Committee, ASC 1987-91, 1995-6

Member, Committee on Academic Freedom and Responsibility, ASC 1987-88

Member, Committee on Admissions and Financial Aid, ASC, 1987-91

Member, and Chair of the Subcommittee on Reappointment, Promotion and Compensation, Faculty Career Opportunities Program Committee, HU, 1985-86.

Chair, Curriculum Committee, Graduate School of Arts and Sciences, HU, 1985-86.

Member, Internal Review Committee, Graduate School of Arts and Sciences, HU, 1986.

Acting Director, Center for Communications Research, HU, 1985-86.

Coordinator, Independent Faculty Federation, HU, 1985.

Chair, Appointments, Promotion and Tenure Committee, Department of Communication Arts and Sciences, HU, 1984-85.

Member, Executive Committee, School of Communications, HU, 1984-85.

Chair, Curriculum Committee, School of Communications, HU, 1981-82.

Member, Appointments, Promotion and Tenure Committee, Department of Communication Arts and Sciences, HU, 1981-82.

Member, CAI Steering Committee, Center for Academic Reinforcement, HU, 1979-82.

Member, Television Task Force, HU, 1977-80.

Member, Instructional Computing Services Committee, HU, 1978-79.

Member, Curriculum Committee, Department of Radio, Television and Film, HU, 1977-78.

Chair, Community Relations Committee, UCSD, 1972-73.

To the Profession

Contributing Editor, *New Media & Society*. 2000—

Member, Editorial Board, *Communication Research*, 2000-2006

Member, International Council, International Association for Media and Communication Research, 2000-2006

Associate Editor. *Critical Studies in Mass Communication*, 1998--2001

Member, Editorial Board, *Mass Comm Review*, 1998--2002

Appointed Member, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1996-1998.

Member, Editorial Review Board, *Journal of African Communications*, 1996-?

Member, Executive Board, Association for Education in Journalism and Mass Communication, 1995-96.

Chair, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1995-96.

Vice-Chair, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1994-5.

Member Task Force 2000, Chair subcommittee on publications, Association for Education in Journalism and Mass Communications, 1993.

Member, International Council, International Association for Mass Communication Research, 1992-1996.

Associate Editor, *Critical Studies in Mass Communication*, 1992-95.

Member, Publications Committee, Association for Education in Journalism and Mass Communication, 1992-1995.

Member, Standing Committee on Research, Association for Education in Journalism and Mass Communication, 1990-1993; re-elected, 1993-1996.

Member, Research Board, Speech Communication Association, 1989-91.

Immediate Past Head, Minorities and Communication Division, Association for Education in Journalism and Mass Communication, 1989-90.

Head, Minorities and Communication Division, Association for Education in Journalism and Mass Communication, 1988-89

Member, Nominations and Elections Committee, Association for Education in Journalism and Mass Communication, 1988-89.

Head-Elect, and Program Chair, Minorities and Communication Division, Association for Education in Journalism and Mass Communication, 1987-88.

Editorial Advisory Board, Southwestern Mass Communication Journal, 1992.

Editorial Board, Journal of Communication, 1991--?

Editorial Board, Journal of Media Economics, 1989-?

Editorial Board, Public Relations Research Annual, 1989

Editorial Board. Howard Journal of Communications, 1988-

Editorial Advisor, Encyclopedia of Communications , 1984-1988

Editorial Board, Critical Studies in Mass Communications, 1983-1986, 1996

Editorial Board, Mass Communications Review Yearbook, 1982-1988

Treasurer, Union for Democratic Communications, 1982-84.

Member, Steering Committee, Union for Democratic Communication, 1980-86

Chair, Organizing Committee, Tenth Annual Telecommunications Policy Research Conference, 1981-82.

Consulting and Contributing Editor, Journal of Communication, 1973--1991

Peer Reviewer, Journal of Broadcasting, Journal of Communication, Journalism Quarterly, Critical Studies in Mass Communications, Communication Theory, Communication Research

#### To the Wider Community

Member, Committee on Privacy in the Information Age, National Research Council, 2002-2004

Member, Advisory Board, Center for Democracy and Technology, 1996-1999

Member, Executive Board, Center for Global Media Studies, 1999-2002

Member, Advisory Board, Electronic Privacy Information Center, 1995-; Board of Directors, 2000-, Chair, 2003-2006

Reviewer, Ford Predoctoral Dissertation Fellowships Program, National Research Council, 1993-1995

Reviewer, National Science Foundation, Technology, Values and Society, 1993, 1994, 1998

Member, Board of Directors, Communications Consortium, 1991-1996

Member, Board of Directors, Institute for Public Representation, Georgetown University Law Center, 1982--

Member, Advisory Board, Public Interest Video Network, 1986-1990

Judge, Annual Women at Work Broadcast Awards, National Commission on Working Women, 1984, 1985.

Secretary, Board of Directors, KUUMBA Foundation, San Diego, CA, 1972-73.

#### AWARDS AND HONORS

Featured in *Black Pioneers in Communication Research* by Ronald Jackson and Sonja Givens, Sage, 2006.

Outstanding Faculty Award, The WEB DuBois College House, 2006.

Media Justice Award. Media Tank, 2006.

Wayne Danielson Award, University of Texas at Austin, 2000.

Year 2000 Presidential Award. Association for Education in Journalism and Mass Communication, August 2000.

Dallas Smythe Award, Union for Democratic Communication, 1998.

Freedom Forum Media Studies Center Residential Fellowship, 1993-94 to study "Statistical Reality: The role of the press in the communication of risk."

#### RESEARCH GRANTS AND CONTRACTS

"When is it all right to point? An examination of public policy discourse on racial segmentation and targeting," Research Fellowship, Center for Africana Studies, University of Pennsylvania, 2004-5, \$10,000 (with Sonya Grier).

"The Great Frame Robbery: The strategic use of public opinion in the formation of media policy." The Ford Foundation, 2002-2003, \$50,000.

Seminar in Racial Statistics and Public Policy. Provost's Interdisciplinary Seminar Fund (with Tukufu Zuberi), 2002-2003, \$15,000.

Seminar in Racial Statistics and Public Policy. Provost's Interdisciplinary Seminar Fund (with Tukufu Zuberi), 2001-2002, \$15,000.

Seminar in Racial Statistics and Public Policy. Provost's Interdisciplinary Seminar Fund (with Tukufu Zuberi), 2000-2001, \$15,000.

"Campus Diversity Content Analysis Project" 1997-1998, Ford Foundation, \$23,216.00.

Summer course development grant, 1998-1999, Center for Community Partnerships, University of Pennsylvania, \$2,970.00.

With Jonathan Baron, "The role of the mass media in the perception of racially comparative risk", 1996-1997, Annenberg Public Policy Center, \$27,500.

"The incentive system and the communication of risk" University of Pennsylvania, Public Policy Initiatives Fund, 1991, \$3000.

"AHANA Research Grant" for AEJMC, Minorities and Communication Division, Awarded, 1989, The Annenberg Foundation, \$21,600.

"Telecommunications and Privacy" 1987-90, PENN/AT&T telecommunications Project, \$135,000.00

"Minority Programming Consortia Project Evaluation" 1986-87, Corporation for Public Broadcasting, \$12,706.50

"Mass Media and Health: An Examination of Symbolic Resources for the Construction of Images of Health and the Health Care System" 1986-87, Howard University Faculty Research Program, \$7,000.

"The Jesse Jackson Campaign" 1984-85, Howard University School of Communication, \$3,200.

"The Tenth Annual Telecommunications Policy Research Conference" 1981-82 US Department of Commerce, NTIA, \$10,000.

National Science Foundation, \$17,000.

The M.L. Annenberg Foundation, \$15,000.

The John and Mary Markle Foundation, \$10,000.

The Benton Foundation, \$5,000

The Canadian Radio-television and Telecommunications Commission, \$5,000.

"Marketing a Miracle: Information Subsidies and the CAT Scanner" 1980-82, Howard University Faculty Research Program, \$6,250.

"Market Factors in Audience Production" 1979-80, Howard University Faculty Research Program, \$4,500.

"An Assessment of Consumer Education and Information Needs of Black Hearing Impaired Adults", 1977-78, Howard University Faculty Research Program, \$3,246.

#### PROFESSIONAL MEMBERSHIPS

American Association for Public Opinion Research, 1987--

Speech Communication Association, 1983--

Union for Democratic Communications, 1980--

Association for Education in Journalism and Mass Communication, 1979-

International Association for Mass Communications Research, 1977--

African Studies Association, 1974-76

International Communication Association, 1973 [life member, 1995]

Western Educational Society for Telecommunications, 1971-73

Writers Guild of America, East, 1970-71