

Gary W. Selnow

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EDUCATION

Ph.D. Michigan State University, 1978. Major: Communication.

M.S. Michigan State University, 1974. Major: Communication.

B.S. Rutgers University, 1969. Major: Technical Writing.

PROFESSIONAL EXPERIENCE

1997- Present: Founder & Executive Director: WiRED International--a 501(c)(3), non-profit health education organization.

1992-2012: Professor of Decision Sciences, San Francisco State University, San Francisco, California.

1997-1998: Fulbright Scholar, University of Zagreb, Croatia.

1994-1996 Regular Commentator on Marketplace, Public Radio International, occasional pieces since 1996.

1990-1992: Media Research Director, The Daniels Group, New York.,

1990-1991: Fulbright 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.

1979: Coordinator, Targeted Communication Program, Task Force for the Special Trade Representative. The White House, Washington, D.C.

1969-1974: Pilot, U.S. Air Force.

NATIONAL CONSULTANCIES

- U.S. Department of State
- NBC Television Network, Division of Broadcast Standards, NY, New York.
- National Academy of Sciences, National Research Council, Washington, D.C.

GRANTS/CONTRACTS/AWARDS

- Funding from private foundations, government and individuals to provide health and medical education in low-resource countries. This is an ongoing project of WiRED International (www.wiredinternational.org). Selnow is founder and director.
- WiRED received the U.C. Berkeley Public Health Hero Award in 2009.

- Received President’s Medal, San Francisco State University, 2004.
- Selected grants since 1997: J Christopher Stevens Fund; Medtronic Philanthropy (multiple); Pfizer Pharmaceuticals; National Institutes of Health (multiple); U.S. Department of State (multiple); USAID; the Kovler Fund (multiple), Tatjana Grgich Foundation; Rotary International (multiple); The Saul Hamond Fund; The Polus Center (multiple).

ABOUT WIRED INTERNATIONAL

Selnow is the Executive director and founder of this non-profit organization, started in 1997, while he was serving as a Fulbright Scholar at the University of Zagreb. WiRED is a volunteer-driven NGO that provides medical education to underserved communities in developing regions. WiRED works in coordination with many international NGOs and with medical schools in the United States and abroad. WiRED received the 2009 international public health award from the Berkeley School of Public Health.

WiRED related writing and administration (1997 – Present)

Since founding WiRED, Selnow has turned his attention to growing and establishing the organization’s presence as an international health education non-profit. In addition to administrative responsibilities, he contributed to the writing and development of digital content, including hundreds of health training modules, videos and interactive training tools. Specifically:

Working with a team of physicians, medical editors, reviewers and technology experts, Selnow contributed content to 400 medical and health training modules produced by WiRED. All modules are peer-reviewed and available without cost to global audiences. Examples include training series for rheumatic heart disease, diabetes, infectious disease control, mother and child health issues, HIV/AIDS and more.

The most far-reaching undertaking to date is development of a comprehensive and World Health Organization-compliant community health worker (CHW) training program. This program, released in 2020, is now training CHWs who, because of the covid pandemic, are in great demand in low-resource regions.

PROFESSIONAL ACTIVITIES, PRESENTATIONS, SPEECHES

“Medical Education Using Interactive Computer Programs,” Ninth Annual IMSA Conference (Iraqi Medical Sciences Association), Detroit, May, 2011.

“Medical Consulting via Video Conference,” *Eighth Annual IMSA Conference* (Iraqi Medical Sciences Association), San Francisco, July 31, 2010.

“The Role of Telemedicine in the Rebuilding of Iraq’s Medical Education,” The First National Conference on Continuing Professional Development: Towards High Quality Healthcare in Iraq. Baghdad, Iraq, Jan 12, 2008.

Visiting Professor, University of Kragujevac (Serbia) School of Medicine, 2006.

“Connecting Iraq: Broadband in Reconstruction,” Council on Foreign Relations, Roundtable Moderator, May 31, 2006.

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

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

Fulbright Senior Scholar Review Committee. 2000-2002.

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

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

Presentation at *Spanning the Boundaries of Communication*. “The Democracy of the Internet.” Jyväskylä, Finland, January 14, 2001.

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

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

PUBLICATIONS

Books: Authored

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.], *Slembek 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.

Articles in Reviewed Journals

- Gary Selnow, PhD; Maryam Othman, MD, MPH; William Crano, PhD. Introduction and Follow Up of Ongoing WiRED International Program, *Medical Journal of Southern California Clinicians*, Vol. 13, No. 1, 2020.
- Selnow W. & Crano W. The Quiet Work in Disease Prevention, *Medical Journal of Southern California Clinicians*, Vol 12, No 1, 2018.
- Othman, M, G. Selnow and M. Katchani, On Approaching One Health, *The Journal of Southern California Clinicians*, December 2017.
- Othman, M. G. Selnow, P Lokuge, Community on Infectious Disease, *The Journal of Southern California Clinicians*, Vol. 10, No. 1, 2016

- Selnow, G., M. Othman, S. Crano, Public Health in Peruvian Amazon, *The Journal of Southern California Clinicians*, Vol 9., No 1, 2015
- Othman, M, J. Petrovic, G.Selnow and S. Crano, Collaborations in Health Education for Low-resource Regions, *The Journal of Southern California Clinicians*, December 2014.
- Selnow, G. and Crano, S. The Development and Implementation of CHI: An Overview. *The Journal of Southern California Clinicians* Vol. 5, No. 1. 2011
- Selnow, G. and S. Crano. "Where You Live Should Not Determine If You Live," *Journal of Southern California Clinicians*, 4(1): 39-44, 2010.
- Selnow, G. and S. Crano, "Virtual Healing," *Journal of Southern California Clinicians* Vol. 3, No. 1. 2009.
- 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*, 114: 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. "Internet-based Approach to Continuing Medical Education in Developing Countries," *Communication and Public Policy: Proceedings of the 2008 International Colloquium on Communication*, 2008.
- Selnow, G. "Virtual Healing," *Sharing Science: Global Partnerships*, U.S. Department of State, Bureau of International Information Programs, 11(3): 24-25, October 2006. (English and Arabic).
- Selnow, G. "Paradox Amid the Rubble," *Chronicle of Higher Education*, B5, August 8, 2003.
- Selnow, G. and S. Crano, "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. 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.

PRESENTATIONS

Competitively Selected

- The Role of Technology in Creating Rheumatic Heart Disease Awareness Among School-Going Children In Kenya, with Matheka D., Murgu, M., Kibochi, E., Nige, S., Nderitu, J., World Congress on Cardiology, Melbourne. May 2014.
- Echocardiographic Diagnosis of Rheumatic Heart Disease, with Steer, A., Engelman, D., Watson, C., Remanyi, B., World Congress on Cardiology, Melbourne, Australia. May 2014.
- Role of information technology training and treatment of RHD, World Congress on Cardiology, Dubai. April 2012.
- Information Technology Workshop: RHD training modules for teachers and students. World Congress on Cardiology, Dubai. April 2012.
- "The Risk of Undermining Higher Education in a Volatile World," International Colloquium on communication, San Francisco, 2012.
- "Rise of the Plume Vendors in Higher Education," International Colloquium on Communication, Vienna, Austria, 2010.
- "Delivery of Medical Education and Consultation to Physicians in Iraq," with Sable, C., M. Reyna, N. Cohen, C. Ferretti, American Telemedicine Association Annual Conference, Nashville, TN. May 2007.
- "Providing Medical and Healthcare Information to Disenfranchised Populations: Healthcare Communication as A Global Unifier," International Colloquium on Communication, Erfurt, Germany, 2006.
- "Who Do You Know? A Recognition Study of Faces in the News," with S. Riley, Association for Education in Journalism and Mass Communication Convention, San Francisco, 2006.
- "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.

- “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.
- “An examination of problems and problem resolutions used on prime time television,” International Communication Association Annual Convention, Chicago, 1986.
- “A multivariate analysis of factors affecting substance usage among adolescents,” National Association of School Psychologists Convention, Las Vegas, 1985.

Selected Invited Addresses/Lectures

- "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, Austria, 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, Białystok, Poland, 1991.
- "Targeted television in Europe," University of Warsaw, Białystok, 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.

