

November, 2007

JOSEPH TUROW

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∞ General Information

Academic Record

Ph.D. 1976 University of Pennsylvania (in Communications)
M.A. 1973 The Annenberg School of Communications
University of Pennsylvania
B.A. 1971 The University of Pennsylvania (in English)

Professional Experience

2003-continuing Associate Dean for Graduate Studies
2002-continuing Director, Information and Society division, Annenberg Public Policy Center
1998-present Robert Lewis Shayon Professor of Communication
1990-present Professor, University of Pennsylvania
1986-1990 Associate Professor, University of Pennsylvania
1981-1986 Associate Professor, Purdue University
1985 Visiting Associate Professor (Summer) UCLA
1976-1981 Assistant Professor, Purdue University
1980 Visiting Assistant Professor (Summer) UCLA
1974 & 1975 Summer Lecturer, Drexel University
(Philadelphia)
1972-1974 Graduate Teaching and Research Assistantships

Awards and Honors

-Pockrass Memorial Lecturer, Penn State University, April 16, 2007.
-Grant from the John D. and Catherine T. MacArthur Foundation in support of The Hyperlinked Society conference of June 2006.
-Grants from the Robert Wood Johnson Foundation to create multi-media essay on CD-ROM aimed at educating medical students about how prime time television's images of health care might influence their patients, September 2005-July 2006 and July 2003-March 2004; distributed in Summers 2003, 2004, and 2005; 2nd edition created and distributed to first year medical students throughout the US in Summer 2006 and Summer 2007.
- Best faculty paper award (with coauthor Rivka Ribak), International Communication Division, Association for Education in Journalism and Mass Communication, presented at August 2002 conference.
- Major grant from Kaiser Family Foundation to study health policy issues on TV hospital programs, 2002.
- Chancellor's Distinguished Lecturer, Louisiana State University, April 2000.
- Commendation from the Provost's office for being named as the teacher of the "best doctoral course at Penn" by at least one of Penn's Ph.D. graduates of 1999.
Awarded major grants from the Annenberg Public Policy Center for a multi-faceted study of the family and the Internet, 1998-2000.

- With Professors Kathleen Hall Jamieson and Joseph Cappella, awarded a major grant from the Ford foundation for research on the content, consequences and print-media coverage of political talk radio, 1996.
- Appointed to the National Endowment for Children's Educational Television of the US Department of Commerce, 1995-1997.
- Awarded a National Endowment for the Humanities Summer Stipend, Senior Division, 1994.
- Elected to chair the Mass Communication Division of the International Communication Association, 1993-1997
- Invited to teach a "master's session" at the 1991 annual International Communication Association Conference
- Appointed as a Commonwealth Speaker for 1991 by the Pennsylvania Humanities Council
- Awarded competitively selected research grant from the University of Pennsylvania Research Foundation, 1988-1989
- Appointed as a Commonwealth Speaker for 1989 by the Pennsylvania Humanities Council
- Appointed to the National Endowment for the Humanities Summer Stipend Advisory Committee, 1987
- Awarded a National Endowment for the Humanities Summer Stipend, Senior Division, 1986
- Top Three Mass Communication Division Paper, Mass Communication, 1977 and 1984 Speech Communication Association Conferences
- Top Ten Mass Communication Division Paper, 1981, 1983, and 1984 International Communication Association Conferences
- Authored a book designated "Book of the Month" by COMMUNICATION BOOKNOTES (May 1984)
- Recipient of the Russel Nye Award of the Popular Culture Association for the best article in the JOURNAL OF POPULAR CULTURE, 1982-83.
- Departmental Best Teaching Award, 1981 and 1983

- Dissertation Research Scholarship, 1975-1976
- University (work-free) fellowship, 1974-1975
- Full tuition scholarship, throughout graduate career
- Research and Teaching Assistantships, 1972-1974
- Dean's List With Distinction
- Phi Beta Kappa, 1971

Membership in Scholarly Societies

Lifetime Member, Speech Communication Association, 1976 -
International Communication Association, 1973 -

☞ Research and Scholarship

Books

Joseph Turow and Lokman Tsui (editors), THE HYPERLINKED SOCIETY: QUESTIONING CONNECTIONS IN THE DIGITAL AGE. Ann Arbor, Michigan: University of Michigan Press, 2008.

Matt McAllister and Joseph Turow (editors), THINKING CRITICALLY ABOUT ADVERTISING AND CONSUMER CULTURE, New York and London: Routledge, in press for 2008

NICHE ENVY: MARKETING DISCRIMINATION IN THE DIGITAL AGE. Cambridge, MA: MIT Press, 2006.

Joseph Turow and Andrea Kavanaugh (editors), THE WIRED HOMESTEAD: AN MIT PRESS SOURCEBOOK ON THE INTERNET AND THE FAMILY. Cambridge, MA: MIT Press, 2003.

MEDIA TODAY: AN INTRODUCTION TO MASS COMMUNICATION 2nd edition. Boston: Houghton Mifflin, 2003; 1st edition, 1999. New edition under preparation.

BREAKING UP AMERICA: ADVERTISING AND THE NEW MEDIA WORLD. University of Chicago Press, 1997; paperback edition, 1998. **Mainland Chinese translation** Trans. by Bin Hong. Beijing: Huaxia Press, 2003.. Chapter 1 **reprinted** in the college composition anthology, *The Contemporary Reader*, Seventh Edition, edited by Gary Goshgarian (Addison Wesley Longman, 2001).

MEDIA SYSTEMS IN SOCIETY: UNDERSTANDING INDUSTRIES, STRATEGIES, AND POWER. New York: Longman, 1992; second edition 1997.

PLAYING DOCTOR: TELEVISION, STORYTELLING, AND MEDICAL POWER. New York: Oxford University Press, 1989.

MEDIA INDUSTRIES: THE PRODUCTION OF NEWS AND ENTERTAINMENT. New York: Longman, 1984.

CAREERS IN MASS MEDIA. Chicago: Science Research Associates, 1984 (editor).

ENTERTAINMENT, EDUCATION, AND THE HARD SELL: THREE DECADES OF NETWORK CHILDREN'S TELEVISION. New York: Praeger, 1981.

GETTING BOOKS TO CHILDREN: AN EXPLORATION OF PUBLISHER-MARKET RELATIONS. Chicago: American Library Association, 1979.

Monographs and Reports

Joseph Turow (University of Pennsylvania), Christopher Hoofnagle, Deirdre Mulligan, Nathaniel Good, and Jens Grossklags (U.C. Berkeley Boalt Hall School of Law), "The FTC and Consumer Privacy in the Coming Decade," Presented at the Federal Trade Commission meeting, "Protecting Consumers in the Next Tech-ade," November 8, 2006.

Joseph Turow, "Open to Exploitation: American Shoppers Online and Offline," Report of the Annenberg Public Policy Center, June 2005.

"Prime Time Doctors: Why Should You Care?" a Multi-media essay on DVD, distributed to approximately 20,000 first-year US medical students by the Robert Wood Johnson Foundation each summer of 2003, 2004, 2005, 2006, and 2007.

Joseph Turow, Kara Coluccio, Alyssa Hersh, Lee Humphries, Lela Jacobsohn, and Nadia Sawicki, "Discussions of Health Websites in Medical and Popular Media." A Report from Consumer WebWatch, a project of Consumers Union, August 2003.

“Americans and Online Privacy: The System is Broken.” Report of the Annenberg Public Policy Center, June 2003.

Matthew McAllister and Joseph Turow (editors), “Commercialism and the New Media,” special issue of *Journal of Broadcasting and Electronic Media* 46:4 (December, 2002).

Joseph Turow and Rachel Gans, “As Seen on TV: Health Policy Issues on TV’s Medical Dramas.” A Report from the Kaiser Family Foundation, July 2002.

“Web Sites and the 2000 Election.” Coordinated and edited three reports to the Pew Charitable Trusts, July 2002.

Joseph Turow, “Public Policies on Children’s Websites: Do They Play By the Rules?” Report No. 38 of the Annenberg Public Policy Center, March 2001, 22 pages.

Joseph Turow and Lilach Nir, “The Internet and the Family 2000: The View From Parents, the View from Kids.” A Report from the Annenberg Public Policy Center of the University of Pennsylvania, 35 pp.

"The Internet and the Family: The View from Parents, the View from the Press." A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Turow, May 1999, 42 pp. **Reprinted** in Spanish by Professor Carole Cummings for a Web site on Youth and Internet established at Diego Portales University in Santiago, Chile.

"Call-In Political Talk Radio: Background, Content, Audiences, Portrayal in Mainstream Media," A Report from the Annenberg Public Policy Center of the University of Pennsylvania under the direction of Joseph Cappella, Joseph Turow and Kathleen Jamieson, and funded by the Ford Foundation and the Carnegie Foundation of New York, August, 1996, 72 pp.

"Program Trends in Network Children's Television, 1948-1978." Washington, DC: Federal Communications Commission, 1979, 74.

Articles in Refereed Scholarly Journals

Joseph Turow, Deirdre Mulligan, and Christopher Hoofnagle, “The Federal Trade Commission and Consumer Privacy in the Coming Decade,” *I/S: A Journal of Law and Policy for the Information Society* (Ohio State University Law School--in press).

Laura Grindstaff and Joseph Turow, “Television Sociology,” *Annual Review of Sociology* 32 (2006) pp. 103-125.

Joseph Turow and Michael Hennessy, “Internet Privacy and Institutional Trust: Insights From a National Survey,” *NEW MEDIA AND SOCIETY*, in press.

“Audience Construction and Culture Production: Marketing Surveillance in the Digital Age,” *ANNALS OF THE AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE*, vol. 597, January 2005, pp. 103-121. Reprinted in Michael Hinner, editor, *FREIBERGER BEITRAGE ZUR INTERKULTURELLEN UND WIRTSCHAFTSKOMMUNIKATION*, Vm 3 (Munich, Germany: Peter Lang, 2007).

"'The Answers Are Always In The Body': Forensic Pathology In Us Crime Programmes," THE LANCET 364 (December, 2004), pp. 54-55.

"Internet Power and Internet Power and Social Context: A Globalization Approach to Web Privacy Concerns, JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA, Fall 2003. (Co-author with Rivka Ribak)

Matthew P. McAllister and Joseph Turow, "Commercialism in the New Media World," JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA, 46:4 (December 2002), pp. 505-514.

"Family Boundaries, Commercialism and the Internet," JOURNAL OF APPLIED DEVELOPMENTAL PSYCHOLOGY, 22, (2001) 73-86.

"Domestic Zealotry and the Press: The Case of Kevorkian's Euthanasia Incident," JOURNALISM 1:2 (August, 2000), pp. 197-216. (First author, with Arthur Caplan and John Bracken.)

"Television Entertainment and the US Health Care Debate," THE LANCET 347: 9010 (May 4, 1996), pp. 1240-44. **Reprinted** (in Spanish) as "Las series televisas y el debate sobre la sanidad norteamericana," in *Medicina y denos de comunicacion* (Barcelona, Spain: Fundacion Dr. Antonio Esteve, 1997), pp. 37-43.

"Hidden Conflicts and Journalistic Norms: The Case of Self-Coverage," JOURNAL OF COMMUNICATION 44:2 (Spring, 1994) 29-46. Reprinted in *The International Library of Politics and Comparative Government* (Aldershot, England: Ashgate Publishing Ltd; forthcoming).

"The Organizational Underpinnings of Contemporary Media Conglomerates," COMMUNICATION RESEARCH 19:6, December 1992. Reprinted in Peter Golding and Graham Murdock, (Eds.), *THE POLITICAL ECONOMY OF MEDIA* (Cheltenham, England: Edward Elgar, forthcoming).

"On Reconceptualizing 'Mass Communication,'" JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, Spring 1992, pp. 105-109.

"The Challenge of Inference in Interinstitutional Research on Mass Communication," COMMUNICATION RESEARCH, 18:2 (April 1991) 222-239.

"Public Relations and Newswork: A Neglected Relationship," AMERICAN BEHAVIORAL SCIENTIST 33:3 (November/December 1989) 206-212.

"Cultural Argumentation and the Mass Media: A Perspective For Research," COMMUNICATION, 8:2 (Autumn 1985) 139-164.

"Hospitals and Hospital Administrators on Television," HOSPITALS AND HEALTH SERVICES ADMINISTRATION, Journal of the American College of Hospital Administrators 30:6 (November/December, 1985) 96-106.

"Television, the Treatment of Illness, and the Portrayal of Institutional Change," JOURNAL OF COMMUNICATION 35:4 (Autumn, 1985), 36-52 (first author with Lisa Coe). Reprinted in G. Kreps and B. Thornton (eds.), *Health Communication: Theory & Practice* 2nd Edition (Waveland Press, 1992).

"TV's Effects on Children: What the Experts Believe," COMMUNICATION RESEARCH REPORTS 2:1 (December 1985) 149-155 (alphabetically ordered authorship with Carl Bybee and Danny Robinson).

"A Mass Communication Perspective on Publishing," JOURNAL OF POPULAR CULTURE (Spring 1984) 100-109.

"Local TV: Producing Soft News," JOURNAL OF COMMUNICATION (Spring, 1983) 111-123.

"Producing TV's News: How Important is Community?" JOURNAL OF COMMUNICATION (Spring 1982) 186-193.

"Determinants of Parental Guidance of Children's TV Viewing for a Special Subgroup: Mass Media Scholars," JOURNAL OF BROADCASTING 26:3 (Fall, 1982) 697-711 (alphabetically ordered authorship with Carl Bybee and D. Robinson).

"The Role of 'The Audience' in Publishing Children's Books" JOURNAL OF POPULAR CULTURE 16:2 (Fall, 1982) 90-100.

"Broadcast Television's Publicity Outlets: An Initial Investigation," PUBLIC RELATIONS REVIEW 7:3 (Fall, 1981) 111-123 (first author with Ceritta Park).

"Non-fiction on Commercial Children's Television: Trends and Policy Implication," JOURNAL OF BROADCASTING 24:4 (Fall, 1980) 437-448.

"Television Sponsorship Forms and Program Subject Matter," JOURNAL OF BROADCASTING 24:3 (Summer, 1980) 381-399.

"Occupation and Personality on Television Dramas: An Industry View," COMMUNICATION RESEARCH 7:3 (July 1980) 295-318.

"Casting For Television: The Anatomy of Social Typing," JOURNAL OF COMMUNICATION 28:4 (Autumn, 1978) 18-24.

"The Impact of Differing Orientations of Librarians on the Process of Book Selection: A Case Study of Library Tensions." THE LIBRARY QUARTERLY (The University of Chicago Press) 48:3 (July, 1978) 278-292.

"Another View of Citizen Feedback to the Mass Media," PUBLIC OPINION QUARTERLY 41:4 (Winter, 1977-78) 534-543.

"Advising and Ordering: Daytime, Prime Time," JOURNAL OF COMMUNICATION 24:2 (Spring, 1974) 138-140.

"Talk Show Radio As Interpersonal Communication," JOURNAL OF BROADCASTING 18:2 (Spring, 1974) 171-191.

"Dickens and Fire Imagery," REVUES DES LENGUES VIVANTES 40:4 (Winter, 1974) 359-370 (second author with Benjamin Fisher).

Book Chapters

J Turow, "George Gerbner." In *International Encyclopedia of Communication*. London: Blackwell Publishing, forthcoming.

J Turow and R Gans-Boriskin, "From Expert in Action to Existential Angst: A Half Century of Television Doctors." In L Reagan and P Treichler (Eds.) *Medicine's Moving Pictures*. State University Press of New York, forthcoming.

"Rethinking Television in the Digital Age," In Lilie Chouliaraki and Mette Morsing (Eds.), *MEDIA, ORGANISATIONS AND IDENTITY*. Palgrave, forthcoming.

"Advertisers and Audience Autonomy at the End of Television," In E. Katz and P. Scannell, Eds., *THE END OF TELEVISION?* New York: Routledge, forthcoming.

"George Gerbner (1920-2006)," In *ENCYCLOPEDIA OF COMMUNICATION*. New York: Blackwell Publishing (forthcoming).

Jessica Taylor-Piotrowski and Joseph Turow, "Children and the Internet." In Jeffrey Jensen Arnett, Ed., *ENCYCLOPEDIA OF CHILDREN, ADOLESCENTS, AND THE MEDIA*. Newbury Park, CA: Sage, 2007.

"Cracking the Consumer Code: Advertising, Anxiety and Surveillance in the Digital Age." In Kevin Hagerty and Richard Ericson, Eds., *THE NEW POLITICS OF SURVEILLANCE AND VISIBILITY*. Toronto: University of Toronto Press, 2006.

"Taken to Extremes: Newspapers and Kevorkian's Televised Euthanasia Incident." In Lester Friedman, Eds., *CULTURAL SUTURES: MEDICINE AND MEDIA*. Durham, NC: Duke University Press, 2004.

"Introduction to the Wired Homestead," in Joseph Turow and Andrea Kavanaugh (editors), *THE WIRED HOMESTEAD: AN MIT PRESS SOURCEBOOK ON THE INTERNET AND THE FAMILY*. Cambridge, MA: MIT Press, 2003.

Joseph Turow and Rivka Ribak, "Toward a World System Perspective on Cross-National Web Research" in Robin Mansell, Rohan Samarajiva, and Amy Mahan, *NETWORKING KNOWLEDGE FOR INFORMATION SOCIETIES: INSTITUTIONS & INTERVENTION* (Delft, the Netherlands: University of Delft Press, 2002).

"U.S. Television Broadcasting," *ENCYCLOPEDIA OF COMMUNICATION AND INFORMATION*. (New York: Macmillan, in press).

With Lilach Nir, "The Internet and the Family: The View From Parents," in Cecilia von Feilitzen and Ulla Carlsson (ed.s), *Children in the New Media Landscape*. (Goteborg, Sweden: UNESCO International Clearinghouse on Children and Violence on the Screen, 2000), pp. 331-348.

"Segmenting, Signaling and Tailoring: Probing the Dark Sides of Target Marketing," in Robin Andersen and Lance Strate (editors), *CRITICAL STUDIES IN MEDIA COMMERCIALISM* (New York: Oxford University Press, 2000).

"Marcus Welby, M.D." and "Medic" essays in Horace Newcomb, *THE ENCYCLOPEDIA OF TELEVISION* (Chicago: Fitzroy Dearborn, 1997).

"James Dean in a Surgical Gown," in Lynn Spigel and Michael Curtin (eds.), *THE REVOLUTION WASN'T TELEVISED* (New York and London: Routledge, 1996).

"Geschichtenerzalen im Zeitalter der Medien-Synergie" ("Storytelling and Media Synergy"), in B. Franzmann, et. al. (eds.), *AUF DEN SHULTEN VON GUTENBERG (ON GUTENBERG'S SHOULDERS)* (Mainz, Germany: Stiftung Lesen, 1994), pp. 240-245.

"A Mass Communication Perspective on Entertainment Industries," in J. Curran and M. Gurevitch (eds.), *CULTURE, SOCIETY, AND THE MEDIA* 2nd Edition. London: Edward Arnold, 1992; New York, Routledge, 1992.

"Power Roles and News Organizations," in C. Stratos (ed.), *THE WORLD OF NEWS*. Athens, Greece: Gnosis Publishing Company, 1991. Translated into Greek.

"Media Industries, Media Consequences: Rethinking Mass Communication," in J. Anderson (ed.), *COMMUNICATION YEARBOOK*. Newberry Park, CA.: Sage Publications, 1990.

"The Critical Importance of Mass Communication As a Concept," in B. Ruben and L. Lievrouw (eds.), *INFORMATION AND BEHAVIOR*. New Brunswick, NJ: Transaction Books, 1990, pp. 9-20.

"Television and Institutional Power: The Case of Medicine," in B. Dervin, L. Grossberg, and E. Wartella, *RETHINKING COMMUNICATION: PARADIGM EXEMPLARS*. Newberry Park, CA.: Sage Publications, 1989, pp. 454-473.

"Publishing Industry," in Erik Barnouw (ed.), *THE INTERNATIONAL ENCYCLOPEDIA OF COMMUNICATION*. New York: Oxford University Press, 1989, Volume 3, pp. 402-406.

"Learning to Portray Institutional Power: The Socialization of Creators in Mass Media Organizations," in Phillip Tompkins and Robert McPhee (eds.), *ORGANIZATIONAL COMMUNICATION: TRADITIONAL THEMES AND NEW DIRECTIONS*. Beverly Hills: Sage Productions, 1985, pp. 211-234.

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"The Influence of Pressure Groups on Television Entertainment: A Framework for Analysis," in W. Rowland and B. Watkins, *INTERPRETING TELEVISION*. Beverly Hills: Sage Publications, 1985, pp. 142-164.

"Corporate Planning and Media Culture," in Robert Bostrom (ed.), *COMMUNICATION YEARBOOK 7*. Beverly Hills: Sage Publications, 1983, pp. 412-442.

"Unconventional Programs on Commercial Television: An Organizational Perspective," in C. Whitney and J. Ettema (eds.), *INDIVIDUALS IN MASS MEDIA ORGANIZATIONS*. Beverly Hills: Sage Publications, 1981, pp. 107-130. Reprinted in D. Thomas, *STUDIES IN MASS COMMUNICATION*. Norwood, New Jersey: Ablex, 1984, pp. 77-95.

"Client Relationship and Children's Book Publishing," in Paul Hirsch, Peter Miller, and F. Gerald Kline (eds) STRATEGIES FOR COMMUNICATION RESEARCH. Beverly Hills: Sage Publications, 1978, pp. 79-92.

Other Publications

"Wir Erleben Die Geburtsstunde Giner Kultur Der Verdächtigungen," *GDI Impulse* (Zurich, Switzerland).

Joseph Turow, Robert Gellman and Judith Turow, "Why Marketers Want Inside Your Medicine Cabinet," *San Francisco Chronicle*, March 5, 2007, p. D-9.

Joseph Turow, Robert Gellman and Judith Turow, "Personalized Marketing of Health Products the 21st Century Way," *Virtual Mentor: American Medical Association Journal of Ethics*, March 2007 (9:3), pp. 206-209.

"Hidden Messages: Is New Technology Empowering Consumers – Or Marketers," *Boston Globe*, August 27, 2006, p. D6.

"Industrial Folklore: George Gerbner's (Tele)Vision," *The American Interest* 1:4 (Summer, 2006), pp. 101-106.

"Have They Got a Deal For You; It's Suspiciously Cozy in the Cybermarket," *The Washington Post*, June 19, 2005 An invited essay for the Sunday edition; republished in *Newsday*, the *Pittsburgh Post-Gazette*, and other newspapers.

"The Challenges Facing Advertising," a Daily Brief commissioned by the Oxford Analytica consulting firm, week of January 19, 2004.

Book review of Commercial Culture: The Media System and the Public Interest by Leo Bogart in *Public Opinion Quarterly* (in press).

Joseph Turow, John Bracken, and Lilach Nir, "Special Report--The Internet and the Family: The View from the Press," *On the Internet: An International Publication of the Internet Society*, July/August, 1999, pp. 26-41.

Joseph Turow and Arthur Caplan, "Media dropped the ball on Kevorkian broadcast," *Detroit Free Press*, Sunday, February 28, 1999, page 3J

"Workplace Bathroom as Think Tank," *Los Angeles Times*, March 2, 1998, pp. F8-F9.

"Breaking Up America: The Dark Side of Target Marketing," *AMERICAN DEMOGRAPHICS*, in November, 1997.

"Image Tribes," *Pennsylvania Gazette*, May 1997.

"Interview with Larry King" In Larry King, *Future Talk* (New York: Harper Collins, 1997).

"Print Media Coverage of Political Talk Radio," Annenberg School For Communication, August, 1996.

"Television's Doctor Shows," *ENCYCLOPEDIA BRITANICA 1996 MEDICAL ANNUAL* (Chicago: Encyclopedia Britannica, 1995), pp. 104-117.

"Doc Shows Give Wrong Health-Care Diagnosis," *Los Angeles Times*, October 31, 1994, p. F3.

"Book Review" of SOCIETY'S IMPACT ON TELEVISION, by Gary Selnow and Richard Gilbert, JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA, Summer, 1994, pp. 367-369.

"Book Review" of PUBLIC RELATIONS ANNUAL by Larissa Grunig and James Grunig, JOURNAL OF COMMUNICATION.

"Commentary: Now's the Right Time for Dr. Kildare and Ben Casey," LOS ANGELES TIMES, December 18, 1993, p. F17, F22.

"Commentary: Just Boys or Civilization Destroyers? Say what you will about the moronic duo [Beavis and Butt-head], they've helped to cement MTV's identity with viewers and advertisers," LOS ANGELES TIMES, September 12, 1993, Sunday Calendar Section, p4 and 73.

"Commentary: Can a Meanie Make It in Sitcomland?" LOS ANGELES TIMES, December 29, 1992, p. F3 and F5.

"Book Review" of ORGANIZATIONAL LIFE ON TELEVISION by Leah Vande Berg and Nick Trujillo in JOURNALISM QUARTERLY.

"Book Review" of AN EMPIRE OF THEIR OWN by Neal Gabler in JOURNAL OF COMMUNICATION, Autumn 1989.

"Book Review" of THE HOLLYWOOD TELEVISION PRODUCER by Muriel Cantor in JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA 32:4 (Fall, 1988), 495-97.

"Television Doctors and the Real World," RESIDENT & STAFF PHYSICIAN, July 1986, 74-79.

"Book Review" of TELEVISION IN THE PUBLIC INTEREST by Michael Botein and David Rice in CONTEMPORARY SOCIOLOGY.

"Book Review" of POSITIVE IMAGES: BREAKING STEREOTYPES WITH CHILDREN'S TELEVISION by Jerome Johnstone and James Ettema in AMERICAN JOURNAL OF SOCIOLOGY.

"Children's Television" entry (on program THE SMALL FRY CLUB) in Clifford Johnson, THE BOOK OF DAYS. Ann Arbor, Michigan: Pierian Press, 1987 (with Wendy Hajjar).

"A View of Broadcast Museums," VARIETY (April 9, 1986) 96, 111.

"Book Review" of CREATING MEDIA CULTURE by Robert Snow in JOURNAL OF COMMUNICATION 34:3 (Summer, 1984) 193-196.

"Book Review" of BOOKS: THE CULTURE AND COMMERCE OF PUBLISHING BY L. Coser, C. Kadushin, and W. Powell, in LIBRARY QUARTERLY 53:2 (Spring, 1983, 191-192.

Book Review of OBJECTIVITY AND THE NEWS by Dan Schiller, in LIBRARY QUARTERLY 52:1 (January, 1982) 70-71.

"Book Review" of TELEVISION TODAY in LIBRARY QUARTERLY 51:4 (October, 1981) 454-456.

"Book Review" of PROGRESS IN THE COMMUNICATION SCIENCES edited by Melvin Voigt and Gehardt Hanneman, in Library Quarterly 51:1 (October, 1981) 126-127.

"Expanding the Spectrum of Choice in the Mass Market," SIGNAL (the official newsletter of the International Reading Association's Special Interest Group on Adolescent Literature) 3:6 (February, 1978) 1-3.

"Book Review" of TUBE OF PLENTY: THE EVOLUTION OF AMERICAN BROADCASTING by Eric Barnouw, in JOURNAL OF BROADCASTING 21:1 (Winter, 1977).

"Book Review" of POWER TO PERSUADE: MASS MEDIA AND THE NEWS by Robert Cirino, in JOURNAL OF BROADCASTING 19:3 (Summer, 1975) 378-379.

✎ Editorial and Academic Consulting Activities

- Editorial Board Member, JOURNALISM, 2001- continuing.
- Editorial Board Member, POETICS, 2002- continuing.
- Editorial Board Member, JOURNAL OF BROADCASTING & ELECTRONIC MEDIA, 1985-1994; 1997 -continuing.
- Editorial Board member, CRITICAL STUDIES IN MEDIA COMMUNICATION, 1984-1989 (founding editorial board) and 1998-2003.
- Advising and Contributing Editor, JOURNAL OF COMMUNICATION, 1981-1991; 1996 - 2000.
- Editorial Board Member, Sage Annual Reviews of Communication Research, 1986-continuing
- Founding International Advisory Board, NEW MEDIA AND SOCIETY, 1998 - continuing.
- Editorial Board Member, ENCYCLOPEDIA OF ADVERTISING.
- Awarded a major grant from the Kaiser Family Foundation for study study of health care policies on TV hospital series.
- Awarded a major grant from the Annenberg Public Policy Center for a multi-faceted study of the family and the Internet, 1998-99.
- Co-Principal Investigator on grant from the Ford Foundation to study the process and effects political talk radio, 1996. Other Principal Coinvestigators: Professors Kathleen Jamieson and Joseph Capella.
- Program review consultant, Rutgers University Department of Communication, March 1992.
- Communication Advisory Panel, Please Touch Children's Museum (Philadelphia), 1992-1993.
- Advisory Board Member, WPBT-TV, Miami, National Programming Division, for a new series aimed at "reluctant readers," 1991-
- Advising Editor, Ablex Communication Book Series, 1988-1991.
- Advisory Board Member, Telecourse Project on Mass Communication, WGBH-TV Boston, 1989-1991.
- Appointed to the National Endowment for the Humanities Summer Stipend Advisory Committee, 1987
- Assistant Editor, CENTRAL STATES SPEECH COMMUNICATION JOURNAL, 1983-1985
- Editorial Board Member, COMMUNICATION EDUCATION, 1978-1982.

- Occasional referee for manuscripts submitted to COMMUNICATION MONOGRAPHS, HUMAN COMMUNICATION RESEARCH, THE WESTERN SPEECH COMMUNICATION JOURNAL, POLITICAL COMMUNICATION, and THE LANCET.
- Reviewer of book manuscripts for HarperCollins, Holt, Rhinehart, & Winston, Allyn and Bacon, Bobbs-Merrill, Scott-Foresman, Sage Publications, Oxford University Press, and other publishers.

∞ Invited Presentations (examples)

- Invited speaker, Beijing Forum, Beijing China, November, 2007.
- Keynote speaker, International Workshop on Data Mining and Audience Intelligence for Advertising , August. 2007
- Microsoft Research, Redmond, Washington, lecture on “Niche Envy,” February 2007
- National University of Singapore, lecture on “Media Storytelling, Marketing, and Soft Power,” January 2006.
- Stanhope Center (London) lecture on “Shopping in the Digital Age,” July 2005.
- Ford Foundation meeting, panelist on academic concerns over copyright, January 2005.
- Invited keynote speaker, Haifa University, and invited lecturer, Ben Gurion University of the Negev, Israel, November 2004.
- Central European Budapest, October 2004, series of lectures.
- University of South Florida College of Medicine, March 2004, “Media’s Image of Today’s Physician: A Message to Future Doctors,” Tampa, Florida.
- National Academy of Sciences, Board on Children, Youth and Families, January 2001
- Invited lecturer, Haifa University, Israel, November 2000
- Chancellor’s Distinguished Lecturer, Louisiana State University, April 2000
- Invited lecturer, Hebrew University, Tel Aviv University, and Haifa University, Israel, February 2000
- Fordham University, April 1999
- Philadelphia Newspapers, Incorporated, January, 1998.
- Fleishman Hillard international retreat, November, 1997.
- Fleishman Hillard New York executive meeting, October, 1997.
- New York University, May, 1997
- Florida Bar Association, March 1977.
- Senior Fellows Program, University of Texas, September 1996.
- Center For Bioethics, University of Pennsylvania, June 1996.
- Grand Rounds lecture, Department of Pediatrics, Thomas Jefferson University Hospital, June 1996.
- Siegenthaler Conference on the Press, Nashville, Tennessee, April 1996.
- Medical College of Pennsylvania (Grand Rounds Humanities Lecture), September, 1994.
- International Communication Association, Sidney Australia July 1994
- St. Andrews Episcopal Church, March 1994, Luncheon Series on Media and Social Values
- The College of Physicians of Philadelphia (Leslie Nicholas Lecture), October, 1993
- University of Delaware, Department of Communication, November 1992
- The Center for the Humanities, Wesleyan University, October 1992
- Conference on Social Theory, Policy, and the Arts, October 1992.
- Stiftung Lesen conference, Mainz (Germany), September, 1992
- Florida Atlantic University, February, 1992
- Twentieth Century Fund, October 1991
- Institute For Contemporary Art, Philadelphia, October 1991
- American Sociological Association, August 1991
- University of Pennsylvania Medical School entering class, January 1990
- University of Chicago Medical School, December 1989

Quotes and Appearances in Mass Media (examples)

- Findings of the “Open for Exploitation” survey reported in an Associated Press national article, on CNN, MSNBC, Fox, the New York Times, Washington Post, and many other news outlets throughout the US and internationally.
- Quoted prominently in a *New York Times Magazine* article about the Nielsen ratings, April 10, 2005. The article named “Joseph Turow . . . probably the reigning academic expert on media fragmentation. . . .”
- Research highlighted in the *Penn Arts & Sciences Magazine*, Winter 2005.
- Interviewed in a story about cameras in the courtroom that appeared on CNN, July 2, 2004.
- Profiled (with photo) in *The New York Times* (June 14, 2004) about the Knowledge Held Hostage conference I implemented.
- Interviewed in a story on cellphone privacy that appeared on the CBS Evening News with Dan Rather and the CBS Morning News, December 2 and 3 2003.
- Front page article (with photo) in Philadelphia Business Journal (July 28, 2003) about the Robert Wood Johnson funded CD, *Prime Time Doctors: Why Should You Care?*
- “Americans and Online Privacy;” the APPC report released in June 2003, received coverage in the Wall Street Journal, New York Times, and Washington Post as well as nationally and internationally through Associated Press and Reuters articles.
- Article in The New York Times (12/29/02) about my attempt to de-capitalize the word internet.
- The Today Show (NBC) August 24, 2002, on ethical issues relating to pharmaceutical marketing
- The study for the Kaiser Family Foundation on health policy issues in TV’s medical dramas was cited in several newspapers around the US.
- The 3rd Internet and the Family report, released at the end of March, 2001, received exclusive coverage in the New York Times and then appeared in many news sources across the country, including the Washington Post, Chicago Tribune, LA Times, Associated Press, and MSNBC. The study was received favorably by the Federal Trade Commission; it has been cited in at least one congressional hearing, and it continues to be cited in an ongoing debate about the Children’s Online Privacy Protection Act.
- Over 100 television appearances, hundreds of newspaper quotes, Time magazine citation, and several radio interviews around release of “The Internet and the Family 2000,” May 2000.
- Appearance on ABC Evening News spot about target marketing, March 2000.
- Various newspaper quotes (including *Newsday* regarding AOL’s proposed purchase of Time Warner.)
- The Internet & Family study received enormous coverage in print, broadcast, and on the Internet during early May 1999. A (national) front page article in *The New York Times* was picked up around the nation. A long Associated Press piece was also circulated throughout the country, as were a *Newsday* article and Knight-Ridder wire article. CBS news commentator Charles Osgood read a poem about the study on the CBS Radio Network.
- National Public Radio, Talk of the Nation guest for entire hour on media and social segmentation, January 1999
- *Philadelphia Inquirer*, May 10, 1998, large article highlighting my research.
- *Toronto Globe and Mail*, August 9, 1997, entire article about *Breaking Up America*

- Atlantic Monthly*, June 1997, entire article on *Breaking Up America*
- Talk of the Nation*, May 6, 1997; the entire program focused on *Breaking Up America*
- Christian Science Monitor*, October 3, 1996, on strategies behind television's fall shows
- Houston Chronicle*, August 25, 1996, on political talk-radio report
- National AP wire, August, 1996, on the impact of media mergers on radio
- Newsday*, August 4, 1996, on strategies behind the networks' "family" dramas
- Today Show*, November 17, 1994, on the history of doctor images on television
- Dateline NBC*, July 10, 1993, on product placement in television and theatrical film

∞ Current Service to the University, the Annenberg School, and the Field

- Book Series Editor, *New Media World*, University of Michigan Press (2007 -)
- Dean of Graduate Studies, Annenberg School For Communication
- University Grad Deans Committee, ASC representative
- University Graduate Faculty Committee, ASC representative
- Series Editor, *The New Media World*, University of Michigan Press
- Editorial board member *Journal of Broadcasting & Electronic Media*, *Poetics*, and *New Media and Society*.
- Advisory Board, Consumer's Union Consumer Web Watch.