	GERALD MA	GERALD MARTIN GOLDHABER, Ph.D.		
OFFICES:		11	Goldhaber Research Associates, LLC Archstone Chelsea 800 6 th Avenue, Suite 26G New York, NY 10001 (212) 379-6661 om	
EDUCATION:	 Ph.D. (1970) Purdue Unive Major: Minors: Dissertation: M.A. (1967) University of Major: Minor: Thesis: B.A. (1965) University of Major: Minor: 	Organizational/Interpersona Industrial Psychology Statistics/Measurement Experimental Study of the I (directed by W. Charles Re	Effect of Ego-Involvement dding) ⁵ Compressed Speech	
EMPLOYMENT HISTORY:	 Director, Graduate Studies, Department of Communication State University of New York at Buffalo (1999 – 2004) Chairman, Department of Communication State University of New York at Buffalo (1979 – 1988) Associate Professor (1974 – 2004) and Associate Chairman Department of Communication, State University of New York at Buffalo (1974 – 1975) Assistant Professor Department of Speech Communication University of New Mexico (1970 – 1974) President, Goldhaber Research Associates, LLC (GRA) 1525 Amherst Manor Dr., Williamsville, NY 14221, a company that provides survey and polling information to decision makers in corporations, political and campaign groups, public organizations and the entertainment arts. GRA designs and evaluates warnings for clients in business, industry and government (1978 - present). 			

SELECTED HONORS AND AWARDS:	 Visiting lecturer, University of Montreal (April, 1978) Visiting lecturer, Communication Institute, Hebrew University, Jerusalem (1984) Visiting lecturer, National Chengchi University, Taiwan (1988) Visiting lecturer, Tamkung University, Taiwan (1988) Visiting lecturer, People's University of China, Beijing (October, 1998) Visiting lecturer, Macquarie University, Sidney, Australia (November, 1998) Visiting lecturer, Chinese University of Hong Kong (November, 1998) Visiting lecturer, University of Barcelona (June, 1999) Visiting lecturer, Universitat Pompeu Fabra, Barcelona, Spain (June, 1999)
	New York Speech Communication Association, Scholar of the Year Award (1986)
	Temple Beth El of Greater Buffalo, 1995 Volunteer Services Award (January, 1996)
	Eastern Communication Association, Spotlight Award (April, 1996)
	Mortar Board Society, State University of New York at Buffalo, Honorary Member (May, 1996)
	National Society of Fund Raising Executives, Philanthropy Award (November, 1999)
MAJOR PROFESSIONAL MEMBERSHIPS:	Human Factors and Ergonomics Society Gotham City Networking, Inc. International Communication Association (Vice President 1974-1976)
MAJOR UNIVERSITY AND COMMUNITY SERVICE:	Temple Beth El of Greater Buffalo Vice President (1990-1992); President (1992-1994); Chairman of the Board (1994-1997) Shea's Center for the Performing Arts, Buffalo, NY Member, Board of Directors (1991-2002); Executive Committee Member (1994- 2002); First Vice Chairman and CEO (1995-1997); Chairman of the Board of Directors (1997-2000)
	WBEN-AM, Buffalo, NY – Political Analyst and Commentator (1980-Present)
	WXXI-AM, Rochester, NY – Political Analyst and Commentator (1990-Present)
	State University of New York at Buffalo – Human Subjects Review Committee (1996)
	State University of New York at Fredonia – Member, Fredonia College Foundation Board of Directors (1997-2004); Vice Chairman of the Board (2001-2002); Chairman Elect (2003-2004)
	Opera Niagara – Member, Board of Directors, (1998-Present)

State University of New York at Buffalo, School of Informatics – Divisional Committee Chairman (2002-2004); Personnel Committee (2002-2004)

State University of New York at Buffalo – Academic Adjudication Committee (2002-2004)

PRIMARY	<u>Human Communication Research</u> – Review Editor (1979)		
EDITORIAL	Communication Yearbook – Contributing Editor (1979)		
ASSIGNMENTS:	Organizational Communication Abstracts – Editorial Board (1974-1994)		
	Journal of Communication – Advertising Manger (1970-1973); Contributing Editor (1976-		
	1978)		

COMMUNICATION	University of Wisconsin - River Falls (1974)
CURRICULUM	University of South Florida (1975)
CONSULTANT FOR:	University of Texas - San Antonio (1976)

PUBLICATIONS: <u>BOOKS</u>

Goldhaber, G.M., <u>Organizational Communication</u> (Dubuque, Iowa: W.C. Brown, 1974, 2nd Ed., 1979, 3rd Ed., 1983, 4th Ed, 1987, 5th Ed., 1990, 6th Ed., 1993, McGraw-Hill, New York, NY; 7th Ed., 2002, SUNY Press, Buffalo, NY; 8th Ed., 2003, Buffalo, NY).
Translated by O. Wiio into Finnish, <u>Organisatio Viestinta</u> (Helsinki: Weilin and Goos, 1981). Translated by Jose Balaguer into Spanish, <u>Communicacion</u> Organizacional (Mexico City: Editorial Diana, 1984).

Burns, P., Shaner, S., Gartenberg, H., Mitchell, J., Eckert, M. and Goldhaber, G.M., <u>Instructor's Manual for Organizational Communication</u> (5th Ed.), (Dubuque, Iowa: W.C. Brown 1990).

Peterson, B., Goldhaber, G.M., and Pace, R.W. Editors), <u>Communication Probes</u> (Chicago: SRA, 1974, 2nd Ed., 1977, 3rd Ed., 1982).

Rosenfeld, L., Goldhaber, G.M., and Smith, V., <u>Experiments in Human Communication</u>, (New York: Holt, Rinehart, Winston, 1975).

Goldhaber, G.M. and Goldhaber, M.B. (Editors), <u>Transactional Analysis</u>, (Boston: Allyn and Bacon, 1976).

Zannes, E. and Goldhaber, G.M., <u>Stand Up and Speak Out</u> (Reading, MA: Addison Wesley, 1978, 2nd Ed., 1983).

Goldhaber, G.M. (Editor) <u>Improving Institutional Communication</u> (San Francisco: Jossey-Bass, 1978).

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CHAPTERS IN BOOKS

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- Goldhaber, G.M., "Effects of Speech Compression Training on Comprehension of Native Speakers of English, Spanish, and Navajo," in <u>Time-Compressed Speech</u> by Sam Duker (Ed.),(Metuchen, NJ: Scarecrow Press, 1974), pp. 730-35.
- Goldhaber, G.M., E. Baker and G. Richetto, "T.A. and O.D.: Research Needs," in <u>Transactional Analysis</u> by G.M. and M.B. Goldhaber (Eds.) (Boston: Allyn and Bacon, 1976) pp. 346-351.
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- Goldhaber, G.M., and Goldhaber, M.B., "A Model For Assessing the Effectiveness of T.A. Training for Airlines Personnel", in <u>Transactional Analysis</u> by G.M. and M.B. Goldhaber (Editors) (Boston: Allyn & Bacon, 1976) pp. 351-357.
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- Rogers, D. and G.M. Goldhaber, "Conducting One's Own Communication Audit",in <u>Improving Institutional Communication</u>, G.M. Goldhaber (Ed.) (San Francisco: Jossey-Bass, 1978) pp. 55-70.

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- deTurck, M.A., G. M. Goldhaber, G. M. Richetto, M.J.Young, "Effects of Fear-Arousing Warning Messages," Journal of Products Liability. 14: 3/4, 217-223, 1992.
- deTurck, M.A., G. M. Goldhaber, G. M. Richetto, "Effectiveness of Warnings on Alcoholic Beverages: Consumers' Information Processing Objectives and Level of Fear," Journal of Products Liability. 14: 3/4, 329-339, 1992.

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- Goldhaber, G. M., "E-mail: Tool or Torment?", <u>Communication World</u>, 24-26, August-September, 2001.
- Goldhaber, G.M., "Communication Audits in the Age of the Internet." <u>Management</u> <u>Communication Quarterly</u>, 15:3, 447-453, February, 2002.
- Vishwanath, A. and G. M. Goldhaber,"An examination of the factors contributing to adoption decisions among late diffused technology products", <u>New Media &</u> <u>Society</u>, 5 (4), 547-572, 2003.

CONFERENCE PROCEEDINGS

- deTurck, M.A. and G.M. Goldhaber, "Consumers' Information Processing Objectives and Effects of Product Warnings," <u>Proceedings of the Human Factors Society</u>, 32: 445-449, October, 1988.
- Goldhaber, G.M. and M.A. deTurck, "A Developmental Analysis of Product Warning Effects: The Case of Gender and Familiarity", <u>Proceedings of the Human Factors</u> <u>Society. 33: 1019-1023, October, 1989.</u>

Goldhaber, G.M., "The Design and Evaluation of An On-Product Warning: Applying a Theoretical Model", <u>Proceedings of the International Ergonomics Association</u>, <u>Triennial Congress</u>, <u>August</u>, 2003. (Peer Reviewed)

CONGRESSIONAL TESTIMONY

- Statement of G. M. Goldhaber before the Subcommittee on Transportation, Tourism and Hazardous Materials of the Committee on Energy and Commerce, U.S. House of Representatives on <u>H. R. 4543</u>, <u>The Cigarette Testing and Liability Act of 1988.</u>"</u> June 8, 1988.
- Statement of G. M. Goldhaber before the Committee on Labor and Human Resources, U.S. Senate on <u>S1883</u>, The Tobacco Product Education and Health Protection Act of 1990." February 20, 1990.
- Statement of G. M. Goldhaber before the Subcommittee on Health and the Environment of the Committee on Energy and Commerce, U.S. House of Representatives on <u>H. R.</u> 5041, The Tobacco Control and Health Protection Act." July 12, 1990.
- Statement of G. M. Goldhaber before the Subcommittee on Health and the Environment of the Committee on Energy and Commerce, U.S. House of Representatives on <u>H. R.</u> <u>2147, The Fairness in Tobacco and Nicotine Regulation Act of 1993</u>." March 25, 1994.

INTERVIEWS AND BIBLIOGRAPHIES

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- Goldhaber, G.M., "Public Opinion Polling," <u>PR Reporter</u>, 20:3, May 23 1977; 20: 3, May 30, 1977; 20: 3, June 6, 1977; 20: 4, June 13, 1977, (A 4-part series of interviews on public opinion polling).
- Goldhaber, G.M., "Image Making is Part of Scientific Approach in Campaigning," <u>Campaign Insights</u>, 8: 1-4, October 1977, (Interview).
- Goldhaber, G.M., "McLuhan's Disputed Effect on Advertising," <u>Ad Week</u>, 22: 20-22, February 23, 1981 (Interview).
- Goldhaber, G.M., "Charisma Factor: Secret to Rating Rubes on the Tube," <u>Washington</u> <u>Star</u>, C-2, July 10, 1981 (Interview)

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- Goldhaber, G.M., "Human Factors Design: In Search of Effective Warnings," <u>Medical</u> <u>Device & Diagnostic Industry</u>, 60-66, November 1991 (Interview).
- Goldhaber, G.M., "Product Paranoia," <u>U.S. News and World Report</u>, February 24, 1992 (Interview).
- Goldhaber, G.M., "Buffalo: Operation Fizzle,", <u>Time</u>, 33, May 4, 1992 (Interview).
- Goldhaber, G.M., "Does "No Fear" Really Promote No Restraint," <u>San Jose Mercury</u> <u>News</u>, 11C, November 6, 1993 (Interview).
- Goldhaber, G.M., "The Science of Crying Wolf," <u>Boston Globe</u>, April 21, 1996 (Interview).
- Goldhaber, G.M., "To Warn or Not to Warn, That is the Safety Question," <u>Business First</u>, April 22, 1996 (Column).
- Goldhaber, G.M., "Danger: Warning Labels May Backfire", <u>Wall Street Journal</u>, April 28, 1997 (Interview).

Goldhaber, G.M., "Weird Warnings", <u>Buffalo News</u>, January 28, 2000 (Interview).

NATIONAL AND INTERNATIONAL LECTURES AND PAPERS

Monterrey, Mexico: International Symposium on Communication, October 1975. Delivered keynote address on organizational communication and conducted a workshop on communication audits.

Kobe, Japan: Communication Association of the Pacific, Distinguished Scholars Program, June, 1976. Delivered paper on communication audits.

Manila, Philippines: Philippine-American Communication Conference, July 1976. Presented paper on communication audits.

London, England: Communication Studies Group, May 1977. Presented paper on communication audits.

Berlin, Germany: International Communication Association, June 1977. Presented three papers and conducted a workshop on communication audits.

Brussels, Belgium: European Institute for Advanced Studies in Management, March, 1979. Presented paper on communication audits to Symposium on Organizational Communication.

Jerusalem, Israel: Visiting Lecturer, Hebrew University Communication Institute, March 1984.

Tokyo, Japan: World Media Conference, November, 1984. Presented paper on media and election projections.

Madrid, Spain: Symposium on the Informatic Revolution in the Mass Media, Association of European Journalists, October, 1985. Presented paper on communication technologies.

Mexico City, Mexico: Congress of the Mexican Association of Business Communicators, September 1987. Presented paper on communication technologies.

Taipei, Taiwan: Meeting of the Asia and World Institute, October 1988. Presented paper on 1988 Presidential Election.

Taipei, Taiwan: Congress of the Chinese Institute of Public Opinion, November 1988. Presented paper on effects of public opinion polling.

Taipei, Taiwan: Visiting lecturer, National Chengchi University, 1988.

Taipei, Taiwan: Visiting lecturer, Tamkung University, 1988.

Taipei, Taiwan: Member International Observation/Inspection Team to oversee National Taiwanese elections, December 1989.

Orlando, Florida: Trial Strategies Program sponsored by The Travelers, December 1989. Featured speaker on "The Problem of the Human Factors Engineer."

Orlando, Florida: Human Factors Society, 34th Annual Meeting, October 1990. Conducted workshop on "The Design and Development of Product Warning Systems."

Atlanta, Georgia: Human Factors Society, 36th Annual Meeting, October 1992. Conducted workshop on "The Design and Development of Product Warning Systems."

Chicago, Illinois: Defense Research Institute, Mid-Year Meeting, September 1993. Featured speaker on "Product Design and Warnings, The Impact of ANSI Z535." Washington, DC: U.S. Consumer Product Safety Commission, February 1997. Participant in Chairman Ann Brown's Roundtable on "How to Motivate Young Teens to Use Safety Gear."

Beijing, China: Visiting lecturer, People's University of China, International Political Science and Journalism Departments, October 1998.

Sidney, Australia: Visiting lecturer, Macquarie University, Department of Media and Communication Studies, November 1998.

Hong Kong, China: Visiting lecturer, Chinese University of Hong Kong, Department of Journalism and Communication, November 1998.

Barcelona, Spain: Visiting lecturer, University of Barcelona, Institute of Social Sciences, June 1999.

Barcelona, Spain: Visiting lecturer, Universitat Pompeu Fabra, Political Science and Communication Studies Departments, June 1999.

Atlanta, Georgia: American Law Firm Association, Product Liability Practice Group Seminar, May 2000. Featured speaker on "The Design and Development of Product Warning Systems."

Atlanta, Georgia: National Communication Association, Annual Convention, November 2001. Featured speaker on "Communication Audits in the Age of the Internet."

Chicago, Illinois: International Association of Business Communicators, International Conference, June 2002. Featured speaker on: "E-mail vs. Face-to-Face Communication."

Further, I have received several academic honors and awards, research grants and completed many university and community service assignments as well as published several monographs and additional articles in non-refereed journals and delivered papers and speeches or conducted workshops at over 200 meetings of professional and local organizations.

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