

Application for Inclusion on the DOA Roster of Dispute Resolution Providers for Local Governments

Division of Intergovernmental Relations
Municipal Boundary Review
101 E. Wilson Street, 10th Floor
Madison, WI 53702-0001

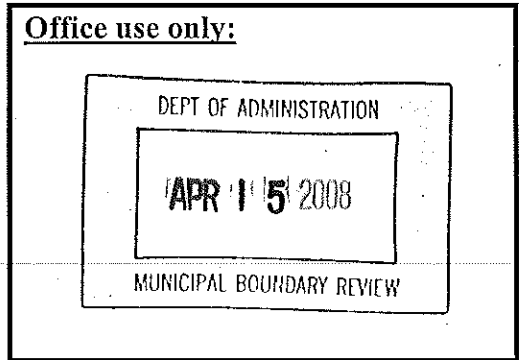
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www.doa.state.wi.us/municipalboundaryreview

Wisconsin Department of Administration



Instructions: Completion of this form is required for inclusion on the Department of Administration's list of dispute resolution professionals, located online at www.doa.state.wi.us/municipalboundaryreview, and maintained pursuant to s. 66.0217(6)(b) Wis. Stats. This list is not a certification program – completion of this form is the only requirement for inclusion on the list. Inclusion on this list does not represent an endorsement by the Department, nor is the Department responsible for the accuracy of the information provided by persons appearing on this list. Responses are to be completed within the boxes provided, although you may supplement your answers with up to four pages of additional material. Please mail or fax your completed form to the address above.

Name: Frank William Biglow, Ph. D.
Address: 863 Harmel Avenue Oshkosh WI
Business or Organization: Resolve it! 54902
Phone: 920-232-6545
Fax: 240-384-1345
Email: wbiglow@new.vr.com
Web Site: _____



Dispute Resolution Training, Education, Teaching and Presentations:

List any dispute resolution training or certifications received and the training provider. List any publications in journals or periodicals and presentations on dispute resolution given to associations or other organized groups, or affiliation with academic or other institutions providing dispute resolution training.

1997 - 40 hour basic training, Winnebago Conflict Resolution Center.
1998, 2005 - Special and advanced training, US Postal Service for its REDRESS program.
1998 to present - training + workshops through conferences such as Wisconsin Assoc. of Mediators and Assoc. for Conflict Resolution.
Please see attached resume and c.v. for more details.

Experience

Briefly describe your experience working with disputes involving municipalities or other public/private sector entities involving issue areas such as engineering and public works, municipal contracts, intergovernmental agreements, boundaries, land use, environmental problems, neighborhood disputes, personnel or workplace, or other comparable intra- or intergovernmental disputes.

More than 10 years experience with cases through the Winnebago Conflict Resolution Center including small claims, county agency disputes, family + district court cases referred to mediation.
10 years mediating EEOC cases for the US Postal Service.
Misc. cases involving political or labor-management issues.
Political/science education and research relevant to issues listed above.
Please see attached resume and C.V. for more details

Please identify whether you may have particular subject matter expertise in any of the following areas: Business/Corporate, Community/Neighborhood, Contracts, Employment/Workplace, Labor Union/Management, Health Care, Civil Engineering/Public Works, Environmental, Municipal Finance

Memberships

List memberships in any professional dispute resolution or related associations, or affiliation with public or private sector mediation providers such as county dispute resolution centers.

Assoc. for Conflict Resolution (ACR).
Wis. Assoc. of Mediators (WAM).
Winnebago Conflict Resolution Center roster.
US Postal Service REDRES roster.

Are you familiar with and willing to abide by the code of ethics adopted by any of the associations of which you may be a member?
 Yes No If "no" please explain: _____

Availability

Indicate your willingness to travel, as well as potential limitations on availability based on time of day or year.

Willing to travel within _____ miles of your place of residence or business.
 Willing to travel throughout the state
Other limitations: *None.*

Fee Requirements

Arranging for the payment of any required professional fees is the responsibility of the parties. Describe your fee schedule, including expense reimbursement or cancellation fees, if any.

Hourly or daily rates are negotiable, plus expenses. Cancellation fees may be applicable.

I represent that all information provided me in this application is true and correct:

William Byron
Signature of applicant

4/11/08
Date

Frank William Biglow, Ph. D.
863 Harmel Avenue
Oshkosh, WI 54902
920/232-6545,wbiglow@new.rr.com

Experience

Conflict Resolution and Communications

1998-present, Proprietor, Frank William Biglow, LLC, d/b/a:
Outside-->In Marketing Communications, serving clients in developing, implementing and evaluating marketing communications programs;
Resolve it!, helping clients to resolve conflicts in organizational settings and to design and establish systems for managing conflict creatively.

Academic positions: Marketing Communications and Research

1996-2005, Associate Professor, Department of Journalism & Mass Communications, University of Wisconsin-Oshkosh.
1999-2000, Managing Sr. Partner, Center for Community Partnerships, elected.
2003-2005, President, TAUWP/AFT Local, elected.
Teaching included courses in advertising media, principles of advertising, case problems in advertising and public relations, mass media research and media organization and management.

1994-96, Associate Professor & Coordinator, Master's Program in Integrated Communications, Dept. of Advertising & PR, School of Journalism & Mass Communication, Florida International University, North Miami, FL.
Development of new master's program in integrated communications and a new graduate course, integrated communications, planning & evaluation.

1984-94, Associate Professor and Director, Journalism Research Bureau, Department of Journalism & Mass Communications, University of Wisconsin-Oshkosh.
Promoted to Associate Professor, 1992.
Awarded tenure, 1990.
Department chair, 1989-92.

1979-84, Assistant Professor of Journalism, School of Journalism, University of Colorado, Boulder.

1978-79, Assistant Professor of Journalism and Head, Advertising Sequence, School of Journalism, Southern Illinois University, Carbondale.

Media Management

1977-78, Dir. of Marketing, Publishing and Radio Divisions, Frank N. Magid Associates, Marion, IA.
Responsibility for sales of research and consulting services to newspapers and radio stations throughout the United States. Served as account executive for newspapers using consulting services. Participated in research design, focus-group discussions, and development of the program of newspaper consulting services.

1972-76, Dir. of Public Service/Promotion, Knight Publishing Company, Charlotte, NC.
Responsibility for public relations, advertising and sales promotion for two daily newspapers, *The Charlotte Observer* and *The Charlotte News*. Public relations responsibilities included press releases, development and direction of many special programs. The department won Esquire's "Business in the Arts Award" in 1973. Produced sales promotion materials (brochures, flyers, trade paper ads, presentations) and developed multimedia campaigns using

newspapers, outdoor, radio, television, direct mail. Thirty special advertising sections produced annually under my direction.

Academic positions: Political Science, International Politics & Diplomacy

1971-72, Assistant Professor of Political Science, Davidson College, Davidson, NC.
1967-71, Instructor in Political Science, University of North Carolina, Charlotte.
1965-67, Lecturer in Political Science, University of California, Davis.

Education

Ph.D. in Political Science, University of California, Berkeley, December, 1971. Dissertation: *The Alliance for Progress, The O.A.S., and the Kennedy Administration: A Decision-Making Study of United States Foreign Policy Objectives in Latin America, 1960-1963.*
M.A. with distinction in Political Science, University of California, Berkeley, June, 1963.
A.B. with Honors in Political Science, University of Florida, June, 1962.

Grants and Awards

Stephen H. Coltrin Communications Professor of the Year Award, International Radio & Television Society Foundation, May 1998.
Faculty Internship, DDB Needham Chicago, summer, 1990.
Grants to conduct marketing research, Wisconsin Newspaper Assoc., 1986-94.
Grants to conduct the Colorado Newspaper Readership Project, Colorado Press Assoc., 1981-84.
Guest Scholar, The Brookings Institution, 1968.
Woodrow Wilson Fellow, 1962-63.

Honorary and Professional Organizations

American Advertising Fed., member, clubs in So. IL, Denver, Fox Valley, Ft. Lauderdale, 1979-96.
American Association of University Professors, 1970-present.
Association for Conflict Resolution, member, 2004-present.
Media Research Club of Chicago, 1990-present.
Phi Beta Kappa.
The Association of University of Wisconsin Professionals, AFT-Wisconsin, 1996-present.
Who's Who in the Southeast and Southwest, 1976; in Advertising, 1st Ed., 1990-91; in Media & Communication, 1st Ed., 1998-99; in the Midwest, 1998-99.
Wisconsin Association of Mediators, 1997-present.

Personal Data

Date of Birth: April 2, 1940.
Citizenship: United States.
Marital Status: Married.
Children: Seven.
Physical: 5'11", 190 lbs., excellent health, no disabilities.
References: Supplied on request.

Frank William Biglow, Ph. D.
Curriculum Vitae

Articles and reports

- Biglow, Bill and Jeff Totten, "Just say no. It's too close to call," *Wis. Political Scientist*, vol. IX, no. 2, summer 2003, pp. 7-8, invited.
- Biglow, Frank William, "Turn Conflict into Productive Relationships with Colleagues," *EAP Newsletter*, UW-Oshkosh, Vol. 6, No. 2, Fall 2002, pp. 1 & 2, invited.
- _____, "Give the media some good news to report," *The Center Times*, newsletter of the Center for Community Partnerships, UW-Oshkosh, summer 2003, invited.
- _____, "Global politics, terrorism and American foreign policy as freshmen see them," *Wisconsin Political Scientist*, 2003, vol. IV, No. 2.
- _____, "Approach vs. Style," *The Community Mediator*, Winter 2001, p. 2.
- _____, "Center Leadership Structure," *The Center Times*, newsletter of the Center for Community Partnerships, UW-Oshkosh, spring 1999, p. 4, invited.
- _____, editor, *University Times*, newsletter of the FIU chapter of the United Faculty of Florida, seven issues, 1995-1996.
- _____, and James C. Tsao, "Micro-marketing Strategies and Database," Fox Cities Convention & Visitors Bureau, Appleton, WI, June 30, 1994, extra-mural grant.
- _____, "Marketing Research Plan," Fox Cities Convention & Visitors Bureau, Appleton, WI, Sept. 29, 1992, extra-mural grant.
- _____, "What Media Planners Want from Newspapers: Report on Focus Group Discussion with Media Planners/Buyers with Milwaukee Advertising Agencies," Wis. Newspaper Assoc. annual meeting, La Crosse, WI, June 20, 1991, extra-mural grant.
- _____, Harvey K. Jacobson and Jeff W. Totten, "Strategies for Effective Marketing Communication with Older Americans," Symposium Digest, Ninth Annual Symposium for Health Care Marketing, Washington, D.C., Mar. 19-22, 1989, juried.
- _____, "Fond du Lac Media And Marketing Survey II," Wis. Newspaper Assoc., Jan. 31, 1989, extra-mural grant.
- _____, and Gene Hintz, "WNA Marketing Survey II," Wis. Newspaper Assoc., Dec. 31, 1988, extra-mural grant.
- _____, and Gene Hintz, "The 1988 WNA Marketing Survey: Media Marketing Results," Wis. Newspaper Assoc., July 21, 1988, extra-mural grant.
- _____, and Gene Hintz, "The 1988 WNA Marketing Survey: Newspapers as a Political Advertising Medium," Wis. Newspaper Assoc., June 16, 1988, extra-mural grant.
- _____, "Eau Claire Metro Media And Marketing Survey," Wis. Newspaper Assoc., Dec. 30, 1987, extra-mural grant.
- _____, "Oconomowoc Media And Marketing Survey," Wis. Newspaper Assoc., July 31, 1987,

extra-mural grant.

_____, "Plymouth Area Media And Marketing Survey," Wis. Newspaper Assoc., July 30, 1987, extra-mural grant.

_____, "Chippewa County Media And Marketing Survey," Wis. Newspaper Assoc., July 20, 1987, extra-mural grant.

_____, "Oshkosh Media And Marketing Survey," Wis. Newspaper Assoc., June 22, 1987, extra-mural grant.

_____, "Fond du Lac Media And Marketing Survey," Wis. Newspaper Assoc., Dec. 30, 1986, extra-mural grant.

_____, Gene Hintz, and Tzu-Cheg Kao, "WNA Marketing Survey," Wis. Newspaper Assoc., June 5, 1986, extra-mural grant.

_____, Russell E. Shain and Stephen B. Jones, "Colorado Newspaper Readership Project: Year Two," Colo. Press Assoc., Denver, CO, Feb. 24, 1984, extra-mural grant.

_____, Russell E. Shain and Stephen Jones, "Colorado Newspaper Readership Project: The Base Year, 1982," Colo. Press Assoc., Denver, CO, Nov. 1, 1982, extra-mural grant.

_____, "Shared Mail--Threat or Opportunity," *Colorado Editor*, Vol. LVII, No. 6, Sept. 1982, p. 3.

_____, "Political Advertising," *Colorado Editor*, Vol. LVII, No. 5, Aug. 1982, p. 1.

_____, "Colorado Newspaper Readership," *Colorado Editor*, Vol. LVII, No. 4, July 1982, p. 4.

_____, "Trends in Newspaper Readership," *Colorado Editor*, Vol. LVI, No. 12, Mar. 1982, p. 3.

_____, "Newspapers and National Advertising," *Colorado Editor*, Vol. LVI, No. 11, Feb. 1982, p. 3.

_____, "SAU's: How Are They Working Nationally," *Colorado Editor*, Vol. LVI, No. 10, Jan. 1982, p. 3.

_____, "Colorado Newspaper Readership Project: Interim Report," *Colorado Editor*, Vol. LVI, No. 9, Dec. 1981, p. 3.

_____, "SAU: How To Get More National Ads For Your Paper," *Colorado Editor*, Vol. LVI, No. 3, June 1981, p. 3.

_____, "The Use/Abuse of Market Research," *Colorado Editor*, Vol. LV, No. 9, Dec. 1980, p. 7.

_____, "NCCPA and the Canned Yearbook Question," *Newsletter of the National Conference of College Press Advisers*, Apr. 1979.

Derozier, Don, Bill Biglow, Kristy Bradish, Joanne Prust and Cheryl Stinski, "Model for Basic Mediator Training," *Wisconsin Assoc. of Mediators Newsletter*, winter 1999, special pullout, invited.

Hintz, Gene W. and F. William Biglow, "Media Use in Wisconsin's Urban and Rural Areas: Are There Any Differences?" *Conference Proceedings: Wisconsin and Its Region*, The Annual Institute of

Wisconsin Studies Conference, La Crosse, WI, Oct. 27 and 28, 1989, juried.

Kao, Tzu-Cheg and Frank William Biglow, "Logit Analyses of Newspaper Readership in Colorado and Wisconsin," 1988 *Proceedings, Am. Statistical Assoc.*, juried.

Stiegman, Patrick A. and Frank William Biglow, "Developing a Cross-company Portal Product," *Journal of Advertising Education*, vol. 4, no. 2, fall 2000, pp. 59-60.

Consulting projects

Eisenberg & Riley, S.C., Milwaukee, WI, Alvin H. Eisenberg, Esq, *Eisenberg v. AT&T*, consulting and testimony, Nov. 2007-Jan. 2008.

Center for New Learning, Fire & Emergency Response Management, Univ. of Wis.-Oshkosh, Workshop in conflict resolution, Jan. 2007.

Center for New Learning, Univ. of Wis.-Oshkosh, Workshop in conflict resolution, Sept.-Oct. 2006.

AFT-Wisconsin, Madison, WI, Scott Spector, government relations representative, political organizing member-to-member for state legislative races, June-November 2006.

Lipman Law Firm, Clive, IA, Jeffrey M. Lipman, Esq, *Steward v. Pointblank*, consulting and testimony, Nov. 2005-Feb. 2006.

Barna, Guzy & Steffen, Ltd., Minneapolis, MN, Thomas P. Malone, Esq., *Svec (class action) v. Globe College, Minnesota School of Business*, consulting and preparation for expert testimony, Feb.-July 2003.

Gerber, Malcolm B., Esq., Chicago, IL, *INS v. Carmin Bazile*, consulting and testimony, Nov. 2002.

Badger Mining Corporation, Lori Phillippi, Human Resources Mgr., develop and produce internal communication tactics for vision team, Center for Community Partnerships, UW-Oshkosh, Apr. 2001-Oct. 2001, extra-mural grant.

Oshkosh Confront Addictions Now, Joseph Cismoski, Board Member, survey on attitudes toward smoking in restaurants (with Julie Henderson), Center for Community Partnerships, UW-Oshkosh, Oct. 2000-Apr. 2001, extra-mural grant.

Wisconsin Pipe Trades Association, Dennis H. Guenther State Organizer, develop integrated marketing communications program and workshops (with Dale Feinauer), Center for Community Partnerships, UW-Oshkosh, July 2000-June 2002, extra-mural grant.

Oshkosh Orthopaedics, Benjamin W. Begley, M.D., senior physician, integrated marketing communications program, Center for Community Partnerships, UW-Oshkosh, July 1999-June 2003, extra-mural grant.

Moroni & Handley, Carol Stream, IL, Robert Handley, Esq., *Genuine Parts v. Dorna USA*, consulting and preparation for expert testimony, June 1999-Oct. 2005.

Ronald Bell & Associates, Northbrook, IL, Ronald Bell, Esq., *International Profit Associates, Inc. v. George May International Co., Inc.*, consulting and preparation for expert testimony, Dec. 1998-Mar. 1999.

- United States Postal Service, Lakeland District, Milwaukee, WI, mediation of employee EEO disputes, Apr. 1998-present.
- Lewis & Gellen, Chicago, IL, Deborah M. O'Brien, Esq., *Kavanaugh, et al. v. Hunter-Hammersmith, et al.*, consulting and preparation for expert testimony, June 1998-Apr. 2002.
- LaMarca & Landry, P.C., West Des Moines, IA, Gary G. Mattson, Esq., *Kauzlarich v. Lee Enterprises*, consultation, Aug.-Oct. 1997, and report and testimony preparation, Mar.-May 1998. Case settled, May 1998.
- Heritage Aviation, St. Paul, MN, Barbara Horne, owner, trade show promotion at Experimental Aircraft Assoc. Annual Fly-in, Oshkosh, WI, July-Aug. 1997.
- Eastbay Division of Woolworth Corp., catalog telemarketing, Jan.-Aug. 1997.
- Dumke Insurance Insurance & Financial Services, Inc., Oshkosh, WI, Art Dumke, owner, telemarketing, Jan.-Mar. 1997.
- Yellow Pages Publishers Assoc., Troy, MI, Larry Small, V.P. Marketing, Aug. 1995, July 1996, July 1997 and Sept. 1998.
- Winnebago County Conflict Resolution Center, Inc., Oshkosh, WI, Kristy Bradish, Director, volunteer mediator, Mar. 1997-present.
- The Fund for Animals, Inc., Silver Spring, MD, Mike Markarian, Director of Campaigns, fall 1996.
- Holland & Knight, Ft. Lauderdale, FL, Jon Stage, Esq., *Rosenblum v. Kraft Foods, Inc.*, Oct. 1995.
- WPKR-FM, Oshkosh, WI, Jim Coursolle, General Mgr., spring & summer 1993.
- The Streets: The Arts & Entertainment Connection*, Neenah, WI, Bob O'Donnell, Publisher, start-up weekly newspaper covering arts & entertainment in the Fox valley, fall 1986.
- Lewis & Roca, Phoenix, AZ, George Paul, Esq., *Wick v. Tucson Newspapers, Inc.*, summer 1984.
- Chronicle: Official Journal of Crested Butte Colorado*, Myles Arber, Publisher, August 1983.
- Fasing & Fasing, P.C., Lakewood, CO, Gregory J. Fasing, Esq., *Cramlet v. Multimedia*, fall 1982.
- Trend Publications, Inc., Tampa, FL, Harris Mullen, Publisher, spring 1979.

Papers and presentations

- Biglow, Frank William, presentation, "Which Half of Your Ad Budget is Wasted?" Dubuque Ad Club, Dubuque, IA, Apr. 13, 2006, invited.
- _____, presentation, "Which Half of Your Ad Budget is Wasted?" Peoria Ad Club, Peoria, IL, Oct. 20, 2005, invited.
- _____, and Jeff W. Totten, panel co-chairs and presenters, "Selected Topics in Marketing Research & Polling," Society for Marketing Advances, forthcoming. New Orleans, LA, Nov. 8, 2003, refereed.

- _____, panel moderator & presentation, "Faculty/Staff Cooperation: A Win-Win Proposition," annual UW System academic staff leadership conference, UW-Oshkosh, July 18, 2003.
- _____, presentation, "Bad Apple Management, ADR & You," EAP brown bag seminar, UW-Oshkosh, Apr. 17, 2003, invited.
- _____, panelist, "Voting and Election Campaigns," Wisconsin Political Science Assoc., 37th annual conference, UW-Oshkosh, Oct. 11, 2002, invited.
- _____, presentation, "Using Mediation to Turn Business Disputes into Productive Relationships," Wis. Assoc. of Public Purchasers, Appleton, WI, Sept. 21, 2001, invited.
- _____, presentation, "Old Wine in New Bottles: Newspaper Content in New Media," Milwaukee Advertising Club, Milwaukee, WI, Mar. 22, 2001, invited.
- _____, presentation, "Using Mass Media Effectively or How I Stopped Worrying and Learned to Love the Media," Business Expo 2001, Oshkosh, WI, Feb. 15, 2001, invited.
- _____, presentation, "Political Advertising and Why It Gives the Rest of Us a Bad Name," Memphis Advertising Federation, Memphis, TN, July 27, 2000, invited.
- _____, presentation, "What PR Has to Teach Marketing About Relationship and Brand Building," Green Bay Advertising Federation, Green Bay, WI, Jan. 18, 2000, invited.
- _____, presentation, "If Half Your Ad Budget is Wasted, Which Half is it?" South Dakota Advertising Federation, Sioux Falls, SD, Jan. 28, 1999, invited.
- _____, paper, "Using the 'Kid-Vid' Case in a Media Management Course," International Radio & Television Society Foundation <www.irts.org>, Apr. 1998-Feb. 1999, juried winner of the 1998 Stephen H. Coltrin Award.
- _____, presentation, "Using Specialized Software to Teach a Professional Skills Course," Faculty Round Table on Good Teaching, UW-Oshkosh, Jan. 21, 1998, invited.
- _____, presentation, "Political Advertising and Why It Gives the Rest of Us a Bad Name," Advertisers of Dubuque, Dubuque, IA, May 9, 1996, invited.
- _____, presentation, "Attack Ads and the Death of Civility in American Politics," Univ. of Canberra students & faculty, Florida International Univ., North Miami, FL, Feb. 6, 1996, invited.
- _____, presentation, "Political Advertising and Why It Gives the Rest of Us a Bad Name," Pikes Peak Advertising Federation, Colorado Springs, CO, Nov. 28, 1995, invited.
- _____, presentation, "It's the Advertising Stupid! How Small Firms Can Gain the Competitive Edge," Cape Fear Advertising Federation, Wilmington, NC, Jan. 10, 1995, invited.
- _____, "Negative Political Advertising," Wisconsin Public Radio, one-hour interview & call-in show with Kathleen Dunn, broadcast statewide, Nov. 7, 1994.
- _____, presentation, "Political Advertising and Why It Gives the Rest of Us a Bad Name," Green Bay Advertising Federation, Green Bay, WI, Sept. 20, 1994, invited.

- _____, keynote presentation, "It's the Advertising Stupid! How Small Retailers Can Gain the Competitive Edge," National Meeting of Franchisees, Naked Furniture, Inc., San Diego, CA, May 7, 1994., invited.
- _____, presentation, "The Essence of Targeting," Area Agency on Aging Workshop, Green Bay, WI, Aug. 13, 1993, invited.
- _____, presentation, "How Could It Have Turned Out This Way? A Preliminary Analysis of the 1992 Presidential and Congressional Elections," Capsule College, UW-Oshkosh, Nov. 12, 1992, invited.
- _____, presentation, "Political Advertising and Why It Gives the Rest of Us a Bad Name," Boise Advertising Federation, Boise, ID, Oct. 15, 1992, invited.
- _____, presentation, "Political Advertising and Why It Gives the Rest of Us a Bad Name," Advertising Federation of Cedar Rapids, Cedar Rapids, IA, Sept. 17, 1992, invited.
- _____, presentation, "Political Advertising and Why It Gives the Rest of Us a Bad Name," Greater Jackson Ad Club, Jackson, MS, Aug. 20, 1992, invited.
- _____, presentation, "Where Voters Get Their Information," Integrity Mutual Insurance Co., Appleton, WI, Aug. 19, 1992, invited.
- _____, presentation, "Where Voters Get Their Information," Exchange Club, Oshkosh Hilton, Oshkosh, WI, May 21, 1992, invited.
- _____, presentation, "Where have All the Readers, Listeners and Viewers Gone? Shrinking Audiences for Mass Media News," Western Wis. Press Club, Eau Claire, WI, Oct. 24, 1991, invited.
- _____, presentation, "Promoting Your Products/Services," Workshop for the Fond du Lac Area Assoc. of Commerce, Sheraton Hotel, Fond du Lac, WI, Sept. 20, 1991, invited.
- _____, presentation, "What Media Planners Want from Newspapers: Report on Focus Group Discussion with Media Planners/Buyers with Milwaukee Advertising Agencies," Wis. Newspaper Assoc. annual meeting, La Crosse, WI, June 20, 1991, extra-mural grant.
- _____, presentation, "How Older Americans Use the Mass Media," Seniors Group, First English Lutheran Church, Oshkosh, WI, Jan. 18, 1989, invited.
- _____, presentation, "Final Report on the 1988 Marketing Survey," Marketing Committee, Wis. Newspaper Assoc., Milwaukee, WI, Jan. 5, 1989, extra-mural grant.
- _____. working paper, Harvey K. Jacobson and Jeff W. Totten, "Communicating with the Maturity Market: Revised Literature Review, 1963-1988," Journalism Research Bureau, Dept. of Journalism, UW-Oshkosh, Jan. 3, 1989.
- _____, two presentations, "Want to Write a Column?" and "Ways to Liven Up Your School Paper," Thirty-ninth annual conference, Wis. Chippewa Valley School Press Assoc., UW-Eau Claire, Oct. 20, 1988, invited.
- _____, and Gene W. Hintz, paper, "Preliminary Report on the 1988 Marketing Survey," Marketing Committee, Wis. Newspaper Assoc., Beaver Dam, WI, July 21, 1988, extra-mural grant.

- _____, conducted workshop, "Surveys A la Carte Users' Group: How Research was Applied to Newspaper Management Decisions," Dailies' summer meeting, Wis. Newspaper Assoc., Egg Harbor, WI, July 12, 1988, extra-mural grant.
- _____, and Gene W. Hintz, presentation, "Who Reads, Listens to and Watches What?: Correlates of Media Use by Wisconsin Adults," UW-System Alumni, Communications and Development Conference, UW-Oshkosh, June 23, 1988, invited.
- _____, and Gene W. Hintz, paper, "1988 Survey Results: Newspapers as a Political Advertising Medium," Marketing Committee, Wis. Newspaper Assoc., Appleton, WI, June 16, 1988, extra-mural grant.
- _____, and Gene W. Hintz, paper, "The Efficacy of Political Information in Wisconsin Newspapers," Midwest Colloquium of the Assoc. for Education in Journalism and Mass Communication, UW-Eau Claire, Apr. 30, 1988, juried.
- _____, Harvey K. Jacobson and Jeff W. Totten, working paper, "Communicating with the Maturity Market: Research Suggests Productive Strategies and Future Directions," Journalism Research Bureau, Dept. of Journalism, UW-Oshkosh, Mar. 1988.
- _____, presentation, "Profile of the Leader-Telegram's Readership and Market," to the management of the Leader-Telegram, Eau Claire, WI, Jan. 26, 1988, extra-mural grant.
- _____, paper, "A Serious Look At Giving Students Career-Building Experience Through After-Class Club Activities," Atlantic Marketing Assoc., annual conference, New Orleans, La., Oct. 3, 1987, juried.
- _____, presentation, "Using The Media To Reach Elderly Consumers," Summer Institute on Aging, Gruenhagen Conference Center, UW-Oshkosh, June 24, 1987, juried.
- _____, presentation, "Market Research For Your Newspaper," Wis. Newspaper Assoc., mid-winter meeting, Embassy Suites Hotel, Green Bay, WI, Jan. 9, 1987, invited.
- _____, and Gene Hintz, presentation, "Highlights of the Results of the WNA Statewide Marketing Study," Wis. Newspaper Assoc. Annual Convention, La Crosse, WI, June 6, 1986, extra-mural grant.
- _____, presentation, "Colorado Newspaper Readership Project: Year Two," Colo. Press Assoc., Denver, CO, Feb. 24, 1984, extra-mural grant.
- _____, presentation, "Freedom of Information Discussion in Eight Colorado Focus Groups," Colo. Press Assoc., Denver, CO, Feb. 23, 1984, 3 pp. and videotape, invited.
- _____, presentation, "Colorado Newspaper Readership Project: The Base Year, 1982," Colo. Press Assoc., Denver, CO, Nov. 1, 1982, extra-mural grant.
- _____, paper, "Gathering Anecdotal Data on Attitudes Toward Growth in Five Colorado Communities," Political Science Dept., Univ. of Colo., Boulder, Mar. 18, 1982, invited.
- _____, presentation, "Focus Group Discussions: A Preliminary Report on the Colorado Newspaper Readership Project," Colo. Press Assoc., Denver, CO, Feb. 20, 1982, extra-mural grant.
- Atwood, L. Erwin and Frank William Biglow, paper "Did Anybody Out There Learn Anything: A

- Study of Audience Response to the Presidential Debates, 1976," Western Social Science Assoc., Albuquerque, NM, Apr. 1980, juried.
- Bradish, Kristy, William Biglow, Donald Derozier and Cheryl Stinski, presentation, "WAM Training Guidelines," Wisconsin Assoc. of Mediators, annual meeting, University of Wisconsin-Milwaukee, May 19, 1999, invited.
- Bradish, Kristy, Cheryl Stinski, William Biglow, Evelyn Bowerman and Joanne Robson, presentation, "Tag -Team Mediation," Wis. Assoc. of Mediators, Sixth Annual Conference on Emerging Issues in Mediation, Madison, WI, Nov. 6, 1997, invited.
- Frazer, Charles F. and F. William Biglow, "Popular Perception of the Advertising Practitioner: I Don't Get No Respect," paper presented to the American Academy of Advertising, Univ. of Kansas, Lawrence, KS, Apr. 1983, juried.
- Hintz, Gene W. and F. William Biglow, "Perot Voters in the 1992 Wisconsin Presidential Election: It's not That Simple Folks," presented to the 28th annual Wis. Political Science Assoc. Conference, Oshkosh, WI, Oct. 1, 1993, invited.
- Hintz, Gene W. and Frank William Biglow, "Gender and Media Use: Society, Environment or Genes?" Paper presented to the spring colloquium of the Assoc. for Ed. in Journalism and Mass Comm., Georgia State Univ., Atlanta, GA, Mar. 26-28, 1992, juried.
- Hintz, Gene W. and F. William Biglow, "Wisconsin Voters, Advertising and News: Sources of Political Information in Presidential Elections," paper presented to the Assoc. for Ed. in Journalism and Mass Comm., Minneapolis, MN, Aug. 9, 1990, juried.
- Hintz, Gene W. and Frank William Biglow, "News Junkies: Classifying the Media Users," paper presented to the Southeast Regional Colloquium of the Assoc. for Ed. in Journalism and Mass Comm., Univ. of No. Carolina, Chapel Hill, Apr. 15, 1989, juried.
- Kao, Tzu-Cheg and Frank William Biglow, "Logit Analysis of Newspaper Readership in Colorado and Wisconsin," presentation in poster session, Annual Meeting of the Am. Statistical Assoc., New Orleans, LA, Aug. 22, 1988, juried.

Books & manuscripts reviewed

- Duncan, Tom, *Integrated Marketing Communications*, 2nd ed., review for McGraw-Hill/Irwin, March 2003, invited.
- The Mediation Journal: The Journal of the Wisconsin Assoc. of Mediators, Vols. 1 & 2, blind review of the Chic Nichol paper competition, 2000, 01, 02 & 03, invited.
- Redmond, James and Robert Trager, *Balancing on the Wire: The Art of Managing Media Organizations*, reviewed in the *Journal of Media Economics*, Vol. 14, No. 1, Jan. 2001, pp. 57-59, invited.
- Journal of Advertising Education*, blind review of article for publication, summer 1999, invited.
- Bush, Robert A. Baruch and Joseph P. Folger, *The Promise of Mediation: Responding to Conflict Through Empowerment and Recognition*, New York: Jossey-Bass, 1994, published in *Wisconsin Assoc. of Mediators Newsletter*, fall 1997, pp. 4,5&7, invited.

Vanden Bergh, Bruce and Helen Katz, *Advertising Principles*, pre-publication review for Burrston House, Oct. 1995, invited.

Anonymous, *Public Relations: The Business and the Practice*, pre-publication review for Allyn & Bacon, June 1992, invited.

Wells, William, John Burnett and Sandra Moriarty, *Advertising*, 2nd Ed., pre-publication review for Prentice Hall, spring 1991, invited.

Referee, research papers submitted to the Advertising Div. of the Assoc. for Ed. in Journalism and Mass Comm., Apr. 1991, invited.

Referee, research component, UW-Oshkosh Faculty Development Bd., Fall 1990-94, appointed.

Wells, William, John Burnett and Sandra Moriarty, *Advertising*, pre-publication review for Prentice Hall, Nov. 1987, invited.

Conrad, Jon J., *The TV Commercial: How It Is Made*, pre-publication review for Van Nostrand Reinhold Co., May 1981, invited.

Dunn and Barban, *Advertising: Its Role in Modern Marketing*, 5th ed., pre-publication review for The Dryden Press, Jan. 1981, invited.

Bovee and Arens, *Advertising*, pre-publication review for Harcourt, Brace, Jovanovich, Inc., Aug. 1980, invited.

Turnbull and Baird, *The Graphics of Communication*, 4th Ed., pre-publication review for Holt, Rinehart and Winston, Apr. 1979, invited.
