

**Gini Graham Scott, Ph.D., J.D.**  
6114 La Salle, #358, Oakland, CA 94611  
(510) 339-1625; FAX: (510) 339-1626; GiniS@aol.com  
www.giniscott.com . www.giniscott.net

**EDUCATION**

California State University, East Bay, 2003-2005. M.A. Mass Communications and Organizational/Consumer/Audience Behavior. 4.0 GPA.  
California State University, East Bay. 2001-2004. M.A. Anthropology. 4.0 GPA.  
Merritt College, Oakland. Anthropology/Social Science, AA. 1999-2000.  
Merritt College, Oakland. Certificate in Administration of Justice. 1996-1999.  
University of San Francisco Law School, San Francisco. 1986-90. J.D.  
University of California, Berkeley. 1979-82. Post-doctoral study in Anthropology.  
University of California, Berkeley. 1973-76. Ph.D. Sociology.  
University of Pennsylvania, Philadelphia. 1964-65. M.A. Sociology.  
University of California, Berkeley. 1961-63. B.A. Sociology

**WRITING EXPERIENCE**

9/1/77      Writing for Clients and Publications. Have written dozens of book proposals  
present      and articles for dozens of clients and publications on a wide variety of topics. Recent  
                 projects include:

- Summarizing over 350 books on business management, leadership, and marketing for getAbstract.com;
- Writing articles on business, management, and marketing topics for Financial Finesse, HumanResources.com, Pet Business, other publications.
- Writing a syndicated column on improving relationships at work and in business, that was published in the *Oakland Tribune* and 10 other East Bay papers, the *Los Angeles Downtown News*, and other publications.
- Writing several books for clients on criminal justice and legal issues.
- Writing book proposals on relationships in business, customer service, and organizational leadership.
- Writing course outlines for 50 classes for an investigative career program.

1/1/80      Author of Books on Social Issues, Relationships, Creativity, Other Topics  
present      Published over 40 books on various topics with national publishers, including:  
                 Social Issues, Popular Culture, Criminal Justice, and Legal Issues  
                 CAN WE TALK? POWER & INFLUENCE OF TALK SHOWS (Plenum 1996)  
                 THE POWER OF FANTASY (Birch Lane Press 1994)  
                 MIND YOUR OWN BUSINESS: Battle for Personal Privacy (Insight 1995)  
                 PRIVATE EYES (Paladin 1994, Citadel 1991)  
                 YOU THE JURY: A Recovered Memory Case (Seven Locks 1996)  
                 HOMICIDE BY THE RICH AND FAMOUS (Berkley 2006, Greenwood 2005)  
                 HOMICIDE: 100 YEARS OF MURDER IN AMERICA (Roxbury Park 1998)

### Conflict Resolution and Organizational Behavior

SURVIVAL GUIDE FOR MANAGING THE EMPLOYEE FROM HELL  
(AMACOM 2006)

SURVIVAL GUIDE FOR WORKING WITH BAD BOSSES (AMACOM 2005)

SURVIVAL GUIDE FOR WORKING WITH HUMANS! (AMACOM 2004)

WORK WITH ME! RESOLVING EVERYDAY CONFLICT IN YOUR  
ORGANIZATION (Davies-Black 2000)

RESOLVING CONFLICT (iUniverse 2006, New Harbinger 1990)

MAKING ETHICAL CHOICES (Paragon 1998)

THE TRUTH ABOUT LYING (iUniverse 2006, Smart Books 1994)

### Marketing and Sales

COMPLETE IDIOT'S GUIDE TO PARTY PLAN SELLING (Alpha 2005)

BUILDING A WINNING SALES TEAM (Probus 1991)

SUCCESS IN MULTI-LEVEL MARKETING (Prentice-Hall 1991)

GET RICH IN MULTI-LEVEL SELLING (Self-Counsel 1989, 4<sup>th</sup> ed, 1996)

### Creativity and Innovation

WHEN I GROW UP, I'D LIKE TO BE A STURGEON (Sasquatch 2006)

DO YOU LOOK LIKE YOUR DOG? (Broadway/Random House 2004)

THE EMPOWERED MIND (iUniverse 2006, Prentice Hall 1994)

MIND POWER (iUniverse, Prentice Hall 1987)

THE POWER OF FANTASY (Citadel 1994)

THE CREATIVE TRAVELER (Tudor 1989)

7/1/95  
present Scriptwriting. Have written 12 scripts for feature films and teleplays. Most are in the cop/action/mystery/thriller, sci-fi action, and contemporary relationship genres, and are represented by a WGA agent and producer in L.A. RICH AND DEAD is under option to Liv'N'Luv Productions for production starting in 2006. Several scripts were semi-finalists in script competitions.

6/15/77  
9/30/77;  
9/20/90  
12/15/90 Training Films Coordinator and Script Writer: Developer of Film Proposal. From 6/77-9/77 a liaison between the Contra Costa County Crime Prevention Committee and film director to coordinate production of 6 video training films for patrol officers. Developed film concepts, did research.

## **RESEARCH, PLANNING, CONSULTING, AND TEACHING EXPERIENCE**

6/1/02  
present Ethnographic and Social Science Research. Have conducted various types of research using ethnographic, qualitative, and quantitative techniques, including evaluation and survey research for Pro Arts, a non-profit organization of about 1000 Bay Area artists, and studies of the homicide, canine, and vice units at the Oakland police. One study: INVESTIGATING HOMICIDE IN OAKLAND was published by the Oakland Police in 1998.

1/1/99  
present Part-Time Teaching at Universities and Career Colleges. For the University of Notre Dame, and the Institute of Business and Technology (affiliated with Woodbury University): taught MBA and undergraduate classes on marketing, public relations, advertising, organizational behavior, management, business law, and the Internet. For the Investigative Career Program in San Francisco: taught classes on privacy, ethics, psychological profiling, and communications.

- 6/1/83  
present Leading Seminars and Workshops. For various groups on these topics: creativity, innovation, leadership, group dynamics, management, conflict resolution, organizational behavior, ethics, legal issues, privacy, criminal justice.
- 1/1/84  
present Organizational Development and Management Training Consultant/Speaker. Helped various organizations set up marketing, leadership, and management programs, and redesign organizational structures. Have developed training, organizational, marketing, and research materials, including survey forms and interview guides. Clients have included Livermore Laboratories, International Home Shopping (Cincinnati, Ohio); etc.
- 11/22/65  
4/19/68; 1/1/70 Market Research Project Director, Analyst, Writer. Worked for Foote, Cone & Belding Advertising, New York & San Francisco. Designed, implemented, and analyzed quantitative and qualitative research; wrote reports and proposals; did interviewing; led group sessions; supervised interviewers and suppliers. 12/31/79  
Also freelance quantitative and qualitative research for Lennen & Newell; Nova Research, and the San Francisco Study Center. Analyzed data, wrote reports.
- 4/1/68  
present Designing/Marketing Games: Consultant on Game Design and Development. Involved in game design, production, marketing, promotion, public relations, and consulting. Over 2-dozen commercial and educational games marketed. Worked with major companies including Hasbro, Pressman Toy, Mag-Nif. Developed association of game inventors and players. Led workshops on game design and marketing. Made presentations to manufacturers.
- 11/22/65  
4/19/68; 1/1/70 Market Research Project Director, Group Leader, Interviewer, Analyst, Writer. Worked for Foote, Cone & Belding Advertising, New York and San Francisco. Designed, implemented, and analyzed quantitative and qualitative research; wrote reports and proposals; did interviewing; led group sessions; supervised interviewers and suppliers. Also, did free lance quantitative and qualitative research for Lennen & Newell and other agencies. 12/31/79

**GROUP LEADER, TRAINER, COMMUNITY RELATIONS, ORGANIZATIONAL DEVELOPMENT, CONSULTANT, AND SALES MANAGEMENT EXPERIENCE**

- 1/1/84  
present Trainer, Workshop/Seminar Leader, Group Facilitator and Writer on Creativity, Creativity, Organizational Behavior, Conflict Resolution, other topics. Have led groups nationally on these topics, including for State Auto Farm, Commonwealth Club of San Francisco; and have been guest on several dozen radio talk and TV shows on this subject. Have developed and written training, organizational, and sales material. Clients have included: International Home Shopping (Cincinnati, Ohio); Response Concept Marketing (South Perth, Australia); Southern Pride (New Orleans); 21st Century Reality (San Diego, California).

**COMMUNICATIONS, MEDIA, FILM, AND PHOTOGRAPHY EXPERIENCE**

- 1/1/03 present Web-Based Business Founder/Creative and PR Director. Set up several Web businesses that connect writers with publishers, agents, film producers, and film agents, entrepreneurs with venture capitalists, and songwriters with music publishers and record producers. Publishers And Agents and Screenplay Writers Connection have operated for over 3 years with over 500 clients; the Venture Capital Connection, Songwriting Connection, News Media Connection and Business Connection have recently been launched. Created Web site, supervised employees doing database entry, handled marketing and promotion.
- 1/1/80 present Guest on Television and Radio Talk Shows. Have been featured on various television and radio talk shows to talk about the topics in some of my books, and most recently on conflict resolution and ethics. Programs have included appearances on Good Morning America, Oprah Winfrey, Montel Williams, CNN Talk Back Live, etc.
- 1/1/62 present Photography for Various Projects. Took photographs in conjunction with writing, research, games, and marketing projects. Prepared color slide presentations. Photos published in books, calendars, newspapers, magazines. Took half the photos for the book *Do You Look Like Your Dog* published by Random House in 2004; photos selected in juried Pro Arts Show in 2003. Sample photos on my Web site at [www.artsandphotos.com](http://www.artsandphotos.com).
- 4/1/91 Radio Talk Show Host. Have been the host of an interview program called  
9/1/93 CHANGEMAKERS on social issues and trends, focusing especially on business, law and society, lifestyles, and new technologies. It aired weekly on KUSF-FM in San Francisco and was broadcast internationally on short wave radio to over 100,000 listeners in 70 countries, while on the air.
- 5/7/74 Radio Talk Show Host on Business Topics. Hosted program for KPFA in  
7/1/83 Berkeley, California on the games industry and other topics. Hosted program for KEST, San Francisco on success in direct sales marketing.