

**Gregory O'Toole, Ph.D. (ABD)**

Curriculum Vitae

[www.otoole.info](http://www.otoole.info)

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## **EDUCATION**

Doctoral Candidate (Ph.D., ABD)

Media and Communication

School of Media & Communication

European Graduate School

Saas-Fee, Ringacker, Switzerland

June 2008

Doctor of Philosophy (coursework)

Theology, Philosophy and Cultural Theory

University of Denver

Denver, Colorado

March 2006 – June 2007

Master of Arts

Digital Media Studies

College of Arts, Humanities and Social Sciences

University of Denver

Denver, Colorado

September 2003 – May 2005

M.A. Thesis Project: "New Media New Journalism"

Advisory Board: Dr Trace Reddell, Professor Tim Weaver

Post-Baccalaureate Studies

Visual Communication

The School of the Art Institute of Chicago

Chicago, Illinois

January 2000 – December 2000

Bachelor of Science

Communication Photography

College of Communications and Fine Arts

Bradley University

Peoria, Illinois, USA

August 1991 – May 1995

**Supplemental Education, Trainings, Certifications**

Yale University, Introduction to Political Philosophy, August 2009

Lynda.com, Adobe Flex Builder 2 Training, July 2009

Penn State University, W3C Web Ontology Language (OWL), June 2009

Penn State University, SPSS Statistical Analysis, June 2009

Penn State University, Advanced CSS 2.0, June 2009

Penn State University, XHTML 1.0 Strict, June 2009

Adobe, Advanced Coldfusion MX 7 Programming

Westwood College, Adobe Breeze Instructor

Baker College, eCollege platform Teaching and Learning Online

Westwood College, Blackboard Platform for Faculty

Westwood College, Information Literacy for Faculty

## **PROFESSIONAL INDUSTRY EXPERIENCE**

March 2009 - Present

Front End Web, Multimedia Developer

The Pennsylvania State University

University Park, PA

February 2009 – Present

Faculty Member

Web Design and Interactive Media

The Art Institute of Pittsburgh – Online Division

Pittsburgh, PA

May 1995 – December 2008

Digital Media and Educational Technology / eLearning Specialist

Founded, owned, operated digital media and web technology start-up company across multiple markets in the United States.

### Areas of Expertise and Specialization

Digital imaging

Instructional design based on ADDIE model and Bloom's Taxonomy

Educational technology

ePortfolio & other Web-based initiatives

Classroom & hybrid teaching & learning augmentation

Distance / eLearning initiatives

Pedagogical interaction with faculty

Technical writing & Web application documentation

Front End Web design & development, user interface, user experience

HTML, XHTML, CSS, XML, RSS 2.0, Javascript, Coldfusion

Screen & print graphic design & production

Digital photography

### Professional Service(s)

Business Process and Workflow Documentation

Catalogue Production

Digital Imaging

Editorial Design

Educational Technology  
eLearning & Distance Training  
Information Literacy  
Instructional Design  
Internet & Digital Media Initiatives  
Multimedia Development  
Newspapers  
Packaging  
Periodicals  
Photography  
Posters  
Presentations  
Print  
Podcasting  
Print Production  
Search Engine Optimization  
Signage  
Technical Writing  
User Interface Design  
Videography  
Web 2.0 Branding & Marketing  
Web Application Development  
Web Application Documentation (in multimedia formats)  
Web Design  
Web Hosting

Professional Clients, Contracts, and Partners by Industry

ENVIRONMENTAL

Sunoco, Inc.

ENTERTAINMENT

Harpo Studios (The Oprah Winfrey Show)

Aspen Magazine

Excalibur, Chicago

NEWS MEDIA

New York Times

Chicago Sun-Times  
Denver Post  
Telluride Daily Planet  
Whitefish Pilot  
Missoulian  
Bigfork Eagle  
Lake County Leader  
Entertainment Now!  
Clarion  
Denver Westword  
Daily Inter Lake

ADVERTISING, MARKETING & RETAIL

Gaston Advertising  
Ambrosi Black Dot, Inc.  
Sears Holdings Corporation

TECHNOLOGY

SDI Chicago  
Aspen Group  
Qwest  
USG

WEB DEVELOPMENT

Creation Chamber / Xylem Interactive

COMMUNITY OUTREACH

Cystic Fibrosis Foundation  
Number Nine Foundation  
Compass House Auction  
Hyatt Regency Chicago AIDS Auction

ARTS, LITERATURE & CULTURE

National Endowment for the Arts  
Montana Arts Council  
Ben Suchy, Musician  
Green Door House

Ghost Road Press, Denver  
Gallery 1633, Chicago  
Robert Canaga Gallery, Portland  
Rhonda Schaller Gallery, New York  
Blue Perl Press, New York  
Chicago Poetry Anthology  
Kotka Photographic Center, Kotka, Finland  
Adirondack Review  
Jest Gallery, Montana  
Buffalo Trails Gallery, Montana  
International Memefest  
Cellbytes, Australia  
Artocracy  
Los Angeles Center for Digital Art  
Symes Historic Hotel, Montana  
Bigfork Art Museum, Montana  
Raptors of the Rockies Benefit Auction, Montana  
Kalispell Regional Medical Center, Montana  
Coffee Traders & Saddest Pleasure Books, Montana  
Art Chicago Open  
Purgatory Mountain 1st Annual Art Exhibition and Wine Tasting, Colorado

#### ACADEMIA

Penn State University  
European Graduate School  
The British Journal of Educational Technology  
IEEE Computer Society  
The International Journal of the Arts in Society  
The International Journal of Environmental, Cultural, Economic and Social Sustainability  
Enterprise Learning Solutions, NIIT Ltd.  
National Communication Association, Human Communication Technology Division  
International Digital Media & Arts Association  
University of Denver  
University of Montana  
ITT Technical Institute  
Georgetown College  
The Art Institute of Pittsburgh

Westwood College Online

Baker College Online

The National Library of Poetry

Chicago Public Library

University of California at Berkeley

Northwestern University

John Carroll University

University of Chicago

Columbia College

The Poetry Center at The School of the Art Institute of Chicago

University of Illinois Chicago

University at Buffalo, State University of New York



## **PUBLICATIONS**

### BOOKS, BOOK CHAPTERS, eBOOKS

O'Toole, Gregory (forthcoming, 2010). Social Impact of Digital Advertising & Media: A Look at Consumer Control. A Handbook of Research on Digital Media and Advertising, University of Texas, Austin & IGI Global.

O'Toole, Gregory. (2008, Summer2008). Electromania. Rocky Mountain Communication Review, University of Utah, 5(1), 75-75. Retrieved July 7, 2009, from Communication & Mass Media Complete database, ISSN 1542-6394.

O'Toole, Gregory. Big City Freight Train Blues, Denver Poems. Ghost Road Press, 2005: ISBN 0-9760729-6-3.

O'Toole, Gregory. The Gadabout Letters, Highway Insights & Life-like Correspondence from the Interstellar Roadside Prophet. Denver: Number Nine Books, 2005: ISBN 0-9711125-5-X.

O'Toole, Gregory. Outlaw, American Poems on the Run. Ed. Sam Compton and Kara Tatone. Denver: Number Nine Books, 2003: ISBN 0-9711125-1-7.

O'Toole, Gregory. Say No More, Poetry from the Back Roads and Blue Highways of America and the Adventures of the Interstellar Roadside Prophet. Boulder: RMS Books, 2001: ISBN 0-9711125-0-9.

O'Toole, Gregory (contributing writer). Open Windows 2005. Ghost Road Press, 2005. A Finalist for the 2006 Colorado Book Award.

O'Toole, Gregory (contributing writer). Chicago Poetry Anthology 2005. Chicago Poetry, August 2005.

O'Toole, Gregory (contributing writer). Green Door House The Quantumedia periodical documenting the philosophical pursuit of the fundamental unit of electromagnetic energy. Number Nine Arts & Books, LLC. Funded by the Opportunity Grant from the National Endowment for the Arts and the Montana Arts Council.

O'Toole, Gregory. Tin Can Stones Stories A collection of essays and short stories of social

adventure, commentary and critique, RADIO-QMX Publications, 2006. (eBook)

O'Toole, Gregory. Black Tea Prose Stories, RADIO-QMX Publications, 2006. (eBook)

#### ACADEMIC ARTICLES

O'Toole, Gregory (forthcoming, 2010). Social Impact of Digital Advertising & Media: A Look at Consumer Control. A Handbook of Research on Digital Media and Advertising, University of Texas, Austin & IGI Global.

O'Toole, Gregory. (2008, Summer2008). Electromania. Rocky Mountain Communication Review, University of Utah, 5(1), 75-75. Retrieved July 7, 2009, from Communication & Mass Media Complete database, ISSN 1542-6394.

O'Toole, Gregory. The Machined Word. The International Journal of the Arts in Society, Vol 2, No. 3. ISSN 1833-1866. Melbourne, Australia by Common Ground Publishing Pty Ltd. 2007.

O'Toole, Gregory. The Machined Word. Abstract in the National Communication Association (NCA) Human Communication Technology Division HCTD newsletter, May 1, 2008.

O'Toole, Gregory. Multimedia-Casting Syndication for Educational Purposes Considerations of a Podcast for Use in Higher Education, British Journal of Educational Technology Vol 38 No 5 2007 939-941.

O'Toole, Gregory. Podcasting in Law School Technical Considerations in Building a Podcast for Use in Higher Education, Learning Technology; IEEE Technical Committee on Learning Technology Learning Technology Newsletter, Vol. 8, Issue 1/2, January/April 2006.

#### LETTERS

The Gadabout Letters Highway Insights and Lifelike Correspondence Letters 2000 - 2005. Includes "The String Cheese Diaries American Stories, Highway Ramblings, and Notes from Above the Treeline" 775 ppg. Number Nine Arts & Books Denver © 2005 ISBN 0-9711125-5-X.

#### ACADEMIC INTERNET POSTS

O'Toole, Gregory; "Addendum: Poems of Media Ecology" Media Ecology Association (2007)

O'Toole, Gregory; "Baudrillard and Iraq" Media Ecology Association (2007)

## POETRY

- O'Toole, G; "Uptown Downtown Rhapsody" Westword. Jan 4 2007: 17.
- O'Toole, G; "A Painted St. Jude" Open Windows 2005. Ghost Road Press.
- O'Toole, G. "Two Candles". Chicago Poetry 2005 Literary Anthology. Chicago Poetry, 2005.
- O'Toole, G. "Some Day I'll be as Good as Billy Collins." Green Door House May/June (2003):1.
- O'Toole, G. "Sun Dried Tomato and She Smiled." Bigfork Eagle 8 May 2002:9.
- O'Toole, G. "Since 3300 Miles." The National Library of Poetry. Ed. Alyssa R. Stokes. Owings Mills, MD: Watermark Press, 1998.

## SHORT STORIES

- O'Toole, G. "Enter: Barry from the Mandolin Diaries." Green Door House July/Aug (2003):1.
- O'Toole, G. "The Muse of Unemployment." Green Door House Mar/Apr (2003):1.
- O'Toole, G. "The Psychology of Comedy." Green Door House Jan/Feb (2003):1.
- O'Toole, G. "Mayhem Narrowly Averted in Wisconsin." Telluride Daily Planet 7 Nov 2001:2.
- O'Toole, G. "Last Chance Before Sunrise." Telluride Daily Planet 7 Mar 2001:2.
- O'Toole, G. "Gerome Morrow Proposed to Me the Greatest Con in History." A Radio-QMX e-publication.
- O'Toole, G. "Heroes, Influences, and then There's Hunter." A Radio-QMX e-publication.
- O'Toole, G. "Colfax Shooting." A Radio-QMX e-publication.

## EDITORIALS

- O'Toole, G. "Topics In Digital Media" Publisher: Radio-QMX Fast, Faster, Fastest: Relative Speed for Controlled Effect. Radio-QMX, 04 January 2008.
- O'Toole, G. "Eloquence of the Great Forgetting." unKnown Zone. DMSpace University of Denver 15 May 2004.
- O'Toole, G. "Double Helix 0s and 1s." unKnown Zone. DMSpace University of Denver 31 Mar 2004.
- O'Toole, G. "Remediation of the Burn-out John Bender" unKnown Zone. DMSpace University of Denver 25 Feb 2004.
- O'Toole, G. "Remembering Smokey" Vagabond Notebook. Flathead Publishing Group July 25, 2002.
- O'Toole, G. "Roundup Victims & the War on Drugs" Vagabond Notebook. Flathead Publishing Group. July 3, 2002.
- O'Toole, G. "Wolves, Ranchers & the Words of Louis Armstrong" Vagabond Notebook. Flathead Publishing Group. July 5, 2002.
- O'Toole, G. "Where Have All the Leaders Gone?" Vagabond Notebook. Flathead Publishing Group. May 15, 2002.

O'Toole, G. "Ten Years After" Vagabond Notebook. Flathead Publishing Group May 8, 2002.

O'Toole, G. "Maybe Sometimes the President Just Wants to Look Good" Vagabond Notebook. Flathead Publishing Group. May 1, 2002.

O'Toole, G. "ANWR: The Maddness Continues" Vagabond Notebook. Flathead Publishing Group. March 2, 2002.

### NEWS & FEATURE STORIES

O'Toole, G. "iDMAa Focus is Higher Education." DMSpace University of Denver 27 Apr 2004.

O'Toole, G. "Industry Profile: Carrie Mandel." DMSpace University of Denver 4 Feb 2004.

O'Toole, G. "Student Profile: Peet Guercio." DMSpace University of Denver 14 Jan 2004.

O'Toole, G. "DMOC Looking to Grow." DMSpace University of Denver 07 Jan 2004.

O'Toole, G. "Colorado Saloon Makes History." Clarion University of Denver 28 Oct 2003:2.

O'Toole, G. "Concert Promotes Aiding Women Deal with Body Image." Clarion University of Denver 7 Oct 2003:3.

O'Toole, G. "Science, Astronomy, and the Existence of God." Clarion University of Denver 26 Sept 2003.

O'Toole, G. "Prescribed Island Burn Goes Well." Lake County Leader 2 May 2002:B7.

O'Toole, G. "Fire on the Island." Bigfork Eagle 24 Apr 2002:9.

O'Toole, G. "Skateboarding is Not a Crime." Bigfork Eagle 3 Apr 2002:9. [Creative Artwork](#)

### PHOTOGRAPHY

O'Toole, G. "Eastern Pennsylvania Sidewalk Storyteller's Bench." The Adirondack Review. Summer 2008. Black Lawrence Press, New York.

O'Toole, G. "Observations on Bacillus Typhosus in Its Filterable State" New York Times, Technology. Barnaby J. Feder, Feb 1, 2008.

O'Toole, G. "Observations on Bacillus Typhosus in its Filterable State" Nanoart of the Day, blog~nano: Nanoscale Materials and Nanotechnology 2007.

O'Toole, G. "Television" International Digital Media and Arts iDEAs Exhibit Catalog 2006.

O'Toole, G. "Chicago Architecture and Light Abstractions" (part of a series of mobile phone photographs) cellBYTES, Australia, October 2004.

O'Toole, G. "Phone Call" Robert Canaga Gallery, 2003.

O'Toole, G. "After the Fires." Bigfork Eagle 28 Aug 2002:13.

O'Toole, G. "Bill Sears." Environmental Portrait. Bigfork Eagle 28 Aug 2002: Cover+.

O'Toole, G. "Migrant Workers in Flathead Valley." Bigfork Eagle 31 July 2002: Cover+.

O'Toole, G. "Joseph/Amazing Technicolor Dreamcoat." Entertainment Now 27 June 2002: Cover+8.

O'Toole, G. "Emergency Crews on Hwy 35 II." Bigfork Eagle 26 June 2002: Cover+.

- O'Toole, G. "Male Red-Winged Black Bird." Bigfork Eagle 19 June 2002: Cover+.
- O'Toole, G. "Little Shop of Horrors." Entertainment Now 6 June 2002: Cover+.
- O'Toole, G. "White Water Festival Program." Flathead Publishing Group 1 June 2002: Cover+.
- O'Toole, G. "Tirzah Ballard, Tennis." Hungry Horse News 23 May 2002:B4.
- O'Toole, G. "Kats in State Tournament." Hungry Horse News 23 May 2002:B4.
- O'Toole, G. "Lake MacDonald." Bigfork Eagle 22 May 2002:Cover+.
- O'Toole, G. "Emergency Crews on Hwy 35 I." Bigfork Eagle 15 May 2002:Cover+.
- O'Toole, G. "Fire on the Island." Bigfork Eagle 24 Apr 2002:9.
- O'Toole, G. "Flathead Lake Pollution" Bigfork Eagle Apr 2002: Cover+.
- O'Toole, G. "Fred Newcomb." Artist1s Photo Story. Bigfork Eagle 17 Apr 2002:9.
- O'Toole, G. "Miss Rodeo Montana." Entertainment Now 4 April 2002: Cover+.
- O'Toole, G. "Skateboarding is Not a Crime." Bigfork Eagle 3 Apr 2002:9.
- O'Toole, G. "Vernon Turner War Hero." Photo Story. Bigfork Eagle 27 Mar 2002:9.

#### PAINTINGS

- O'Toole, G. "Theft in a Poor Fad Foolish Nation" Blue Pearl Press. New York. Mar 2007.
- O'Toole, G. "Near Creston Montana" Green Door House July/Aug (2003): 1.
- O'Toole, G. "Drunk Still Life." Entertainment Now 28 Nov 2002:9.
- O'Toole, G. "Midwest Dairy Cow." Oil on wood panel. Bigfork Eagle Mar 2002.

#### ALBUM COVER DESIGN

- O'Toole, G and Number Nine Arts + Books, LLC. "Fly Fishing". Ben Suchy Records, 2006.
- O'Toole, G and Number Nine Arts + Books, LLC. "Head for Home". Ben Suchy Records, 2004.

#### BOOK COVER ART PHOTOGRAPHS

- O'Toole, G. "Crybaby Ranch." Ghost Road Press, 2006. ISBN 0-9778034-4-9.
- O'Toole, G. "What Really Happened" Ghost Road Press, 2005. ISBN 0-9760729-1-2.

#### EVENT POSTERS

- Saturday Night at the Bohemian Hall - concert poster, Mandan, North Dakota August 2007.

#### ILLUSTRATIONS

- Aspen Magazine. Christmas Tree Illustrations. Holiday Issue, Winter 1998-9. 45.
- Aspen Magazine. Martini Article Illustrations. Holiday Issue, Winter 1998-9. 68.

#### INDUSTRY MATERIAL

- Industry Web Application Technical Documentation, (undisclosed), Sears Holdings Corporation

eCAT Environmental Engineering Software Technical Documentation, Sunoco, Inc.

Publication Venues

**Academic Journals**

British Journal of Educational Technology

The International Journal of the Arts in Society

Rocky Mountain Communication Review, University of Utah

DMSpace - Digital Media Studies, University of Denver

**Industry / Academic Societies**

Learning Technology of IEEE Computer Society

Human Communication & Technology Division (NCA)

Media Ecology Association (online forum)

**Literary Periodicals**

The Adirondack Review

Green Door House

Open Windows

Denver Westword

Chicago Poetry Anthology

**Newspapers**

*New York Times, Technology section*

*Denver Post*

*Chicago Sun-Times*

*Whitefish Pilot*

*Bigfork Eagle*

*Telluride Daily Planet*

*Missoulian*

*Clarion*

**Corporate**

Sears Holdings Corporation

Sunoco, Inc.

Meijer

Home Depot

Ulta

## **CRITICAL MEDIA WORK, RESEARCH, THEORY**

### Introduction

I am working toward a general theory of media ecology. I am working in Media Studies and Critical and Cultural Theory.

### Philosophy

Media are not only an extension of the self, as McLuhan stated, but they simultaneously work to reflect and determine the self and society. This book is concerned with the role of media – specifically the Internet -- in relation to the self and the organization of society.

At the outset we have the self. Beyond the self is the outside world -- society. How exactly does the Internet fit into this equation? It is the hypothesis of this work that media, by affective nature and definition, are situated directly between the self and society and, at the same time, indistinct of both, existing at the quantum level. No longer can media be separated out from either the individual or the community. Media act as an electronic force field, an informational membrane between the two entities, and serve not only to reflect the self back on the self, society back onto society, but also, and perhaps most importantly, as a point of inversion where the self becomes part of society, and the society part of the self. This occurs only through a vast, complex layer of binary code that constitutes the digital age. It is in this way which a type of uncanny inversion takes place.

Due to reification, this occurs with a suggestive value on or emphasis of the self ("ideology of the self," McLuhan, *The Gutenberg Galaxy*), and, more specifically, the image of the self in order to promote commodification. Simultaneously, it is necessary to emphasize that, in our growingly dynamic and information saturated world, one must put their own care into remaining attentive, focusing on the self as a vital and pertinent atomic element of the much larger picture as defining element to the post-postmodern.

To elucidate the reach of this affective nature of media, this book examines a range of political, cultural venues and events in history. Through these examples the work attempts to answer the questions: When did this inversion take place? What are the signs of it taking place? Can or does community exist in the midst of our current media-based mass individualization? In examining this range of political, cultural venues, this largely theoretical work attempts to document and explain the nature of "quantumedia" as a general theory of media ecology.

## Interests, Projects

### **Electromania: Observations from Inside A Media-Rich Culture, Jack Kerouac to the Present**

Electromania is an ongoing, blog-based project of cultural documentary mobile phone and digital SLR images and experimental text-based narratives that examine the photographic truths hidden in our everyday global society, and the expressionistic influences of the very media through which they are captured. This electronic notebook is a collection of instances of media effecting culture. It is being used as both a standalone book as well as a set of notes for a larger body of research described on this page.

### **A Timeline of Technological Media Effects on Culture: 4.5B Years Ago - 2008**

I am currently putting together a timeline that highlights important instances of the effects of media (communication technology) across the history of human progression. As a structure to this study, I am using four "pillars" of research: 1.) Karl Marx; 2.) The Frankfurt School of Critical Theory; 3.) The Noam Chomsky "School" of critical critique on American foreign policy<sup>1</sup>; 4.) The media ecology writers, largely Neil Postman, Marshall McLuhan; and others, such as Vilem Flusser.

### **Online Learning: Gramophone, Film, Typewriter**

Pedagogy is changing as a result of the arrival of a new type of student. Higher education today sees a demand and response for augmentation methods of learning alternative to the traditional classroom lecture, lab, seminar, and colloquium. The change is relatively abrupt, globally significant, and almost completely determined by the expanding applications of human communication technology which, in many cases the nondescript, quotidian citizen has at their immediate disposal. It is the intention of this essay to explore the potential -- via Freidrich Kittler's three-part model of media in perception, including "Gramophone, Film, and Typewriter" -- for online education to be at least adequately comparable to face to face, on ground, traditional college or university level learning. This essay uses as its context the world of the student born in or after 1982. These are students who have been immersed in the popular use of the Internet, mobile telephones, iPods, and real time video games from the simplest hand held Tetris to mass-multi-player, cross media platforms, interacting through sight, sound, and even touch with other players around the world.

### **Hypertext Logotherapy: Thoughts on Mass Media Providing Direction & Content for Meaning**

The objective of this paper is to offer thoughts on a current, observed condition pertaining to the use of new media on society. It is a socio-psychological process concerning the potential for a



wide acceptance of the messages of mass media texts today, and the influence of marketing on the internet. The paper attempts to describe how as a culture we have not only deprived ourselves of true meaning in our daily lives, which psychologist Dr. Victor Frankl says is essential for personal contentment and happiness, but how we have allowed these media and their messages to actually become at least part of the significance of our daily existence. The term "happiness," is observed across media contexts to reveal interesting results.

Today we see wide use of personal media development and the roll of "active viewer" as an alternative to this process. This paper is fundamentally a recording of original, observed research, and theory based on a common thread of thinkers, sociologists, and cultural theorists in support of this particular process of societal change. Supporting evidence in the form of internet news sites and their use of key words has been gathered and compiled through a methodology of ethnographic content analysis.

### **American Propaganda: The Influence of the Creel Commission 1917 - 1919**

In April 1917, the United States entered World War I, also known as The Great War. It is known that U.S. citizens largely held a stance of neutrality and saw no reason to become involved in a European conflict<sup>2</sup>. President Woodrow Wilson came up with a plan to change public sentiments. With Executive Order 2594 the President established the Committee on Public Information, otherwise known as the Creel Commission. The function of the committee was to change the public's opinion about the conflict: from pacifist to pro-war. The committee used newsprint, radio, telegraph, cable and movies to broadcast its message. For the portion of the public who could not read, or did not listen to the radio, the Division of Pictorial Publicity (DPP) was created to generate visual artwork - posters - that would transmit the same pro-war messages to what Alexander Hamilton earlier referred to as "the great beast." On 6 April 1917, with the German Zimmerman telegram in hand, US Congress accepted Wilson's call for war. In the eighteen months it was active, the DPP produced "more than 1,400 poster images that were seen by millions throughout the country"<sup>3</sup>. With the signing of Executive Order 3154 on August 21, 1919, the Committee was abolished.

### **The Vision Factory: Image as God & the Apostilization of the Self**

The hand manipulates the image and then the image manipulates the mind.

It has been known for hundreds of years that the mass media is a required tool for sustaining power and control in a Democratic system. If you cannot rule by the sword, you must rule by influencing opinion<sup>1</sup>. The ideas of information flow and influence, and the relationship between power and mass media play a key role in this political structure. (I would say 'media' here, to

imply the importance of personal media as differentiated from mass media, but in current culture, personal has become mass.)

The Vision Factory goes on to illustrate the unparalleled historic levels of consumption prevalent in today's society: buy, buy, buy and you can be happy, too, we're told through an onslaught of images, commercials and ads, again and again. But, with some help from Vilem Flusser I came to the realization that the commodity is not the end in this process, but the means to an end. The end goal of this largely philosophical movement toward outer "happiness" is the right image -- the image, an image, your image, their image -- as long as things appear to be shiny, new, hip and cool, that is all that matters: you've made it. If you appear as if the only thing differentiating you and your favorite TV star is the TV, then, you've made it -- Or have you?.. Theodore Adorno called it The Culture Industry. Jean Baudrillard gave us the term hyper real. Flusser clarifies the role of imagery in popular culture today with his revolutionary method of aligning the ancient image, linear text, and technological image as an uncoded, post-historic media text, not as a window to what is happening in the world around us.

This project attempts to show the pervasive power of image and how, in today's culture, it has become the thing we go to for answers, how it is omnipresent by our own accord, and, how, for some, it has become like God. The Vision Factory explores and records some of the dynamism of essential cultural contexts and attempts to illustrate the ways in which the media contrive and control information in order to influence public opinion in the areas of art, literature, education, politics, journalism, entertainment, and labor. These instances are not often obvious amidst the prevailing condition, but they indeed impact us all as citizens of our global planet.

These comparisons and conclusions are drawn from a process of investigating the relationships between power and the use of image as part of the current cultural phenomenon we are witnessing of not only a decrease in the emphasis on civics, but, to the contrary, and indeed -- through the use of digital media -- a clear focus, if not emphasis, on the self. With this in mind, the question arises "Can community exist in the midst of mass individualization?" As the foundation of its argument and investigation, the research project references popular culture from the early 20th century to the present.

### **Media & Cultural Preservation**

I agree with Plato in that the unexamined life is not worth living. I have examined quite a bit, and plan to continue with these explorations. But I am also of the mind that, as a result of all of this work -- all these hours of reading, pondering, wandering, writing, shooting, and writing some more -- I'd like to actively, if not tangibly, contribute to the greater wonder and beauty of human culture.

As a technologist then, it seems to make perfect sense to continue this work and explore, observe, record and create ways in which this technology of ours can be used to preserve human culture, specifically those fading cultures that are in danger due largely to the forces at work explained in earlier works: mainly, those of a political and economic nature. For more, please visit The Center for Technomadology and Cultural Preservation.

### **Seismograph: Observations & Recordings of Global Motion**

Seismograph is talk show, discussion format that examines the flow of information, influence, and power in our everyday global culture. This electronic notebook is a collection of instances of media effecting culture after the realization that I am not alone in the potentially damaging and otherwise negative effects of blindly following a crowd, trend, and influence of pop culture. It is being used as both a standalone book as well as a set of notes for a larger body of research described on this page. Seismograph will be a spoken word, audio-based, interview and talk radio type production which will focus its conversations and topics on philosophy, media studies, politics, art, and other issues of civic concern in today's media saturated society. Guest artist, educators, industry professionals, and philosophers from around the world will join the show when available.

### Status

Currently I am a Doctoral Candidate (Ph.D. ABD), writing my dissertation for the Division of Media and Communication at the European Graduate School in Saas-fee, Switzerland. I plan to complete and defend the dissertation by the end of the 2009-2010 academic year.

## **ART WORK**

### Philosophy

My work is a continuous effort of innovative cultural documentation with an emphasis on the very media through which the work is influenced, created, and transmitted. Starting in the 1950s media theorist Marshall McLuhan held that "media are an extension of our selves." If this is true, and I believe it to be, we can further his theory, and posit that "the self can be a medium in turn". This ongoing process of life witnessed (documented) "through the eyes" of various new media is what I refer to as The Quantumedia Experiment™.

Mine is an ontological perspective on the concept of "life as art". My work, then, is a philosophical pursuit of the fundamental unit of the life energy we know, that of electro- magnetism at the quantum level. A poetics of experience. The veritably abstract. Works that fall into such a category are not necessarily individualized creative works of any particular medium, nor are they the medium itself, as McLuhan also held in his widely popularized theory "the medium is the message"...but, perhaps, the event of life itself as the work of art.

QUANTUMEDIA™ (kwntm) n. pl. quan•ta (-t) n. pl. me•di•a (-d-) plural me•di•ae /-E-"E/ n. (theory + practice) 1. The philosophical pursuit of the fundamental unit of electromagnetic energy; 2. A potent cocktail of citizen journalism, digital narrative, poetry, and enviromedia; 3. Multimedia documentation; 4. Creative format critical analysis of one's immediate surroundings, their environment, and/or socio-global issues.

### Portfolios

I have advanced portfolios available in photography, painting, multimedia (audio, video), and web and interactive digital media. Most of the work has been exhibited in one format or another and also can currently be viewed by browsing my personal web site [www.otoole.info](http://www.otoole.info).

## TEACHING

### Philosophy

Through educational institutions across (but not limited to) the United States and Europe and their emerging media studies departments, we are experiencing a growth in education to promote a new generation to retain the skills required to contribute to the new media landscape of blogs, photo blogs, podcasts, vlogs and other emerging forms of personal all-media production, interaction, and delivery. Specifically, the integration of wireless, mobile hardware such as cell phone capture and publishing, Palm, Blackberry devices, video cams, still cams, laptops, Wiki's, and XML formatting RSS 2.0 broadcast are changing the very methods in which individuals can and do receive their information about the world around them. These numerous digital devices and services are now changing the ways in which individuals express themselves and participate in their communities. Through these changes, we see the impact of personal media on the fields of journalism, publication, mass media broadcasting, and alternative media. We are witnessing first hand a new mode of citizenship and participatory politics. The very foundation of the creative process is in a state of flux. There will never be a time when we are without new and emerging ways in which to tell a story.

"I've worried some about why write books when presidents and senators and generals do not read them, and the university experience taught me a very good reason: you catch people before they become generals and senators and presidents, and you poison their minds with humanity. Encourage them to make a better world." *Kurt Vonnegut*

### Experience

The Art Institute of Pittsburgh – Online Division

Faculty Member

Web Design & Interactive Media

IMD131 Screen Design and Graphics

Loyola University Chicago

Chicago, Illinois

Guest Lecturer

Digital Media & Advertising

University of Denver

Denver, Colorado

Adjunct Professor, Guest Lecturer

Digital Media Studies / Electronic Media Art & Design

Long Island University  
Brooklyn, New York  
Guest Lecturer  
Digital Media & Educational Technology

Baker College  
Flint, Michigan  
Adjunct Instructor  
Online and Graduate Studies, Department of Information Systems  
INF111 Information Systems Theory  
INF131 Internet & the WWW  
GRC131A Introduction to Graphic Imaging

Westwood College Online  
Denver, Colorado  
Adjunct Instructor  
Gaming Institute  
GA211 Image Editing for Games  
GD211 Image Editing  
GD280 Advanced Portfolio

## **SERVICE**

### Academic Posts and Consultation

Assistant Editor, *The International Journal of the Arts in Society*

Assistant Editor, *The International Journal of Environmental, Cultural, Economic and Social Sustainability*

Assistant Editor, National Communication Association, Human Communication and Technology Division

Usability Consultant, Frontline®, Digital Initiative (Public Broadcasting Station)

### Conferences

#### Presentations

5th International Conference on Environmental, Cultural, Economic and Social Sustainability, 5-7 January, University of Technology, Mauritius (2009)

2nd International Conference on the Arts in Society, University of Kassel, Germany, August 22-24 (2007)

iDEAs. International Digital Media & Arts Conference, National University, San Diego, California (2006).

#### Attended

Arts + Society, University of kassel, Germany 2007

GDC Game Developers Conference, San Francisco, CA, 2007

CiTE Conference for Internet Technology in Education, Denver, CO, 2007

iDMAa International Digital Media and Arts Association, Orlando, FL, 2004

### Projects

The EQ. LEARNING TOOL™ is a universal, online and mobile media environment that utilizes real-time interaction and a "Swiss-Army" approach to learning, combining 1.) the QMX-Wiki®; 2.) the Storyscape® classroom documentation timeline, and; 3.) the QMX Resource Archives® for the benefit of enrolled and guest students, academics, technicians and artists. The goal is for not only the founder of the application to create content for students and colleagues, but for the students and colleagues themselves to interact with and contribute to the learning environment, creating a media-educational space that continues to augment itself across time.

### Curriculum

WD220 Animation & Storyboarding for the Web (online course) ITT Technical Institute. J. Wiley & Sons Publishers, Inc. (ISBN to come) June 2007. (SME)

GR300: Graphic Design Production Process I (classroom, Course Author) ITT Technical Institute.  
J. Wiley & Sons Publishers, Inc. (ISBN to come) June 2007.

DMST 3900: Special Topics: Personal Media Development (classroom, Course Author) Digital  
Media Studies Department course catalog, University of Denver 2006.

“DMST 3900: Special Topics: Environmental Media (classroom, Course Author) Digital Media  
Studies Department course catalog, University of Denver 2006.



## **AWARDS, RECOGNITIONS, REFERENCES**

### **Awards**

Opportunity Grant from The National Endowment for the Arts  
Opportunity Grant from the Montana Arts Council  
Colorado Book Award  
Bare Walls Scholarship Endowment from The School of the Art Institute of Chicago  
Top Five Award from the International Memefest  
The Adirondack Review Photography Contest, 1<sup>st</sup> Place / Publication  
Kotka Photographic Center, Finland, 1<sup>st</sup> Place / Publication  
Best News Photograph from the Montana Newspaper Association, 3<sup>rd</sup> Place  
Consortium Essay Contest from Spalding Sporting Goods, 1<sup>st</sup> Place  
Honorary Member from the National Campaign for Tolerance  
Graduate Deans Academic Scholarship from the University of Denver, Digital Media Studies  
Graduate Teaching Assistantship from the University of Denver, Digital Media Studies

### **Recognitions**

Denver Westword Literary Collective (Publication along side Jack Kerouac, Neal Cassady, Allen Ginsberg, Walt Whitman, Hunter S. Thomson and others), included  
Recommended Books List, Valparaiso University Poetry Review, included  
Chicago Poetry Anthology, included  
University of Denver Award, Innovative Educational Web Development

### **Acquisitions, Collections**

#### Permanent / Public

University of California at Berkeley  
Northwestern University  
John Carroll University  
University of Chicago  
Columbia College  
University of Montana  
The Poetry Center at The School of the Art Institute of Chicago  
University of Illinois Chicago  
Jest Gallery, Whitefish and Bigfork, Montana

#### Private

List available upon request.

## Interviews

On 'Big City Freight Train Blues' Ghost Road Press, Denver, Colorado, May 2005.

[http://www.gregory-otoole.com/interview\\_otoole\\_print.pdf](http://www.gregory-otoole.com/interview_otoole_print.pdf)

## Reviews, Commentary

"Reflected in the pursuit of creative outlets found in the view of Terman's Genetic Studies of Genius, that the 'laws of nature are correlative, not compensatory', that good things go together... Gregory O'Toole can be likened to the Niagara Falls, beautiful to behold but also harnessed to light up the city of Buffalo and environs." *Walter S. Nosal, Ed.D. Professor, Emeritus, John Carroll University*

"Greg O'Toole was a graduate student in my course entitled Digital Noesis. The course is taught in the Digital Media Studies program at the University of Denver. The course, although populated by computer nerds and geeks, is one drawing upon materials from nerds and geeks of literature and philosophy. This is, on occasion, a hard sell for DMS students. Not, however, for Greg O'Toole. Greg sat towards the back of the room and always wore the bemused look of a willing doubter-someone who is suspicious of the material but willing to give it a chance. I thought it might be similar to the experience of having Jack Kerouac in class. This is a student from another time and yet from after our time, a student who has been busy developing a panoply of skills in art and literature while simultaneously acquiring the technical skills of web design. (...) There is no doubt in my mind that Greg O'Toole ranks in the upper 5% of all the graduate students I have had in my fifty six years of university teaching."

*Frank E.X. Dance, Ph.D., John Evans Professor of Human Communication Studies and Digital, Media Studies (Emeritus), University of Denver*

*Past President, National Communication Assn.*

*Past President, International Communication Assn.*

*Past Editor, J. Communication*

*Past Editor, Communication Education*

*Fellow, International Communication Assn.*

"Greg is an accomplished poet and publisher who has been able to secure grant based funding to support his work. He has recently been recognized as one of the brightest poets practicing in the region. And his visual work is now being displayed at a gallery of national prominence in New York. With all of these achievements Greg demonstrates promise to achieve international prominence for his work across a range of media...Gregory has characteristics that are of particular importance and interest. He is a disciplined writer. A fact he makes light of in his self description as a graphagromaniac. He writes not only from the poetic/expressive voice, but also

from the scholarly/critical voice, bringing new media works into context(s). Further, Greg has been exploring personal media forms since well before the motion picture industry decided to take notice of "third" and "fourth" screens. He is early not only in the adoption of new media methods of production, but also early in his understanding of the potential relevance and impact of said new forms. He is extremely capable of offering novel contributions in both the analytical and productive aspects of new media expression." *Prof. Rafael Fajardo, Director, Digital Media Studies, University of Denver*

"It seems like there are lots of us right now, thinking people, on a quest to unplug the stopped up hole of what is right and weird in this world, what should be allowed thru..." *Jim James, My Morning Jacket*

"This is a collection that understands. The poems seem to have been written by the protagonist of a favorite novel with whom you most identify. All the experiences and ideas and opinions and conclusions and all the other wonderful occurrences of literature that defy words within this book often seem to be echoes of your own mind, slightly filtered through the like-mind of a good friend." *Sam Compton, Editor, GREENDOORHOUSE*

"Greg is one of the most creative, intelligent, diligent and focused master's students I had in the 10 years I ran the Digital Media Studies program at the University of Denver (<http://dms.du.edu>). Greg's mediated practices extend from creative writing to poetry to journalism to web design to web application development and beyond. We required all of our graduate students to develop themselves in three areas of digital media: design, technical and critical. Greg's past work and his current interests represent an almost perfect amalgam of all three. (...) We awarded Greg one of our coveted graduate assistantships during his second year. He performed exceptionally well as the webmaster for the DMS website and also as the editor and primary contributor to DMSpace, our twice-monthly program publication (online). (...) Not only is he knowledgeable, he is also a patient, careful communicator who performed very well in his teaching role." *Jeff Rutenbeck, Ph.D., Dean, Division of Communication and Creative Media, Champlain College*

"Gregory is a very gifted artist as well as a wonderful teacher. Gregory has always demonstrated professionalism even in the most trying situations. In addition; Gregory has a great understanding and compassion for students." *Denise Aberle, Director of Education, Westwood College*

"Gregory O'Toole's poetry runs the gamut from love to philosophy to the playful expression of an exuberant and independent spirit. His poems are for vagabonds and dreamers, for anyone who values the freedom of language and the importance of social critique. Like Kerouac and

Micheline, O'Toole is in love with the journeys, the highs and lows, of everyday life." *Ghost Road Press*

"The festival will be chock full of special readings. At 6 p.m. Saturday, Gregory O'Toole will read his poetry. O'Toole has received awards for his work from the National Endowment for the Arts and from the School of the Art Institute of Chicago." *Chicago Sun-Times, Chicago Poetry Festival*

"...the poetry is story and the story's poetry... battling or embracing and intertwining... the book is a wonderful stream of consciousness, Hemingway-ish, so the written dreams read like dreams should." *Telluride Daily Planet*

"Once again, Greg has made me laugh, made me cry, and made me think about what is truly important in this life. I pull this book out when I want to feel inspired, and I suggest that others do the same." *www.MediaGab.com*

"I have had a great experience in this class, have had fun with all of you, learned much, and think that Professor Gregory O'Toole did a fantastic job leading these forums!" *Nathaniel DiDomenico, The Art Institute of Pittsburgh*

"I had Gregory for a digital imaging class and found his insight and input very helpful in pushing the boundaries of my skill level. He always offered unique and detailed critiques on projects, creating a strong foundation for the student to help build their skill level. One of the best aspects of his instruction was that his advice was encouraging and motivating, ensuring he gets the best out of his students." *Danielle Reed, Student, Westwood College*

"I had Gregory for a texturing class awhile back and I just want to say I have come far from what my talents were then and I have him to thank, accepting my work for future class reference is a great motivation for me and I would like to thank him for his teachings, his knowledge helped me get where I am today and will help continue to further my talents." *Zakrey Higgins, student*

"This was an awesome experience. Mr. O'Toole you were very helpful and it was fun working with you. I learned so much in nine weeks." I would recommend this course to anyone. *Charles Mays, student*

"For me I have had one of the best time in a course I can possibly have! :) The program was very fascinating to me and now when I see magazines and covers and designs I know what they did

(most of the time) and that makes me feel very knowledgeable hence bringing more self confidence in what I want to be able to do someday. Thank you so much for the always encouraging words Mr.Otoole, and everyone! :) This class was very fun." *Yutaka Toguchi, student*

"I really enjoyed this class. Before this course I had never used Photoshop and I am pretty confident with my abilities with this software now. I still have much more to learn but I would definitely recommend this course to anyone. Gregory O'Toole was very supportive and helpful! Thank you!" *Leo Duay, student*

"Thank you, Gregory OToole, I want to thank you Gregory OToole, for an excellent course, everything flowed together perfectly. I have learned a great deal in this class, and I know others will in the future. When I first came into this class I was like..... oh no.... maybe I should stick to just story boards, I gave it a chance, and you have taught me a great deal, to set my sights beyond just story boards. I hope to see you again, in future classes." *Lonnie Broyles, student*

"Thank you for your patience and appreciation and time. You have been an awesome instructor and I wish you all the best." *Benjamin Jones, student*

"Everything about this course was Excellent, Gregory OToole is one, that others teachers should follow, with the layout of his course. Gregory is a great teacher, I hope I have him again in the future. This course the way he explained, the layout, the teacher.....It all just flows perfectly together. Give Gregory an award for his excellent class. If I were to grade him it would be a A+ I loved this class." *Anonymous course evaluation*

"Instructor O'Toole helped me out a few times in the early part of the course when I was struggling to learn Photoshop. He also offered great bits of information and directed us to other resources available on the web." *Anonymous course evaluation*

"I think that instructor O'Toole's guidance and teaching skills are priceless, I could not ask for more." *Anonymous course evaluation*

"Gregory was probably the most dedicated instructor I've had here so far. Not only does he do a great job with the subject matter of the course itself he also provides many resources relating to our field above and beyond the course subject. I learned a lot and I respect him for really trying to help prepare us for our future career. No improvement needed." *Anonymous course evaluation*

"Gregory O'Toole was a fantastic instructor. Kudos!" *Anonymous course evaluation*

### **References**

Giovanna Genard

Director of Communications

The Office of Student Aid

The Pennsylvania State University

Alvin Burnett

Manager, Sunoco, Inc.

Health Environment and Safety Systems

akburnett@sunocoinc.com

215-977-3216

Professor Emeritus, Frank E.X. Dance

University of Denver

### **Affiliations, Memberships**

The Museum of the Art Institute of Chicago

Philadelphia Museum of Art

Greater Philadelphia Philosophy Consortium

Media Ecology Association

National Communication Association

Adobe User Groups

Int'l Journal, Arts & Society

Int'l Journal, Environmental, Cultural, Economic, Social Sustainability

## **BIOGRAPHICAL PROFILE**

Gregory O'Toole works in media theory and practice as a self-termed *technomadologist*. Technomadology is the study of contemporary technology-dependent "nomadic" human culture, the internet, media theory, and the creative process of generating art and literature as critical discourse toward a greater understanding of the prevailing social, economic, and political conditions. The work began in Chicago, Illinois in 1995 and is centered around the study and understanding of the role of media -- particularly the internet and (the) image -- across human history, present, and future. Related fields are political philosophy, media studies, critical & cultural theory, socio-psychology, anthropology, and media ecology.

Gregory's work functions at many levels -- over the past 15 years Greg has been involved in professional partnerships across the United States, Europe, and Australia working with a wide range of leading companies, as well as with academic, artistic, and philanthropical projects in collaboration with colleges, universities, galleries, and public welfare groups.

Greg received his B.S. in Communication Photography from Bradley University (1995), worked on Post-Baccalaureate studies at The School of the Art Institute of Chicago (2000), his M.A. in Digital Media Studies from the University of Denver (2005), and his Ph.D. in Media, Communication, & Philosophy from the European Graduate School (All But Dissertation 2008). He is currently writing a dissertation on a general theory of media ecology and plans to defend the work, earning his full Ph.D. degree in 2010. Greg is a faculty member in the baccalaureate program at The Art Institute of Pittsburgh - Online Division in Web Design and Interactive Media, and Web Developer & Multimedia Specialist for the Pennsylvania State University in University Park, PA.

Awards: Greg is a recipient of the Bare Walls Scholarship Endowment from The School of the Art Institute of Chicago, Opportunity Grant from the National Endowment for the Arts and the Montana Arts Council, Graduate Scholarship Endowment in Digital Media Studies from the University of Denver, Webby Award, Top Five Award in the International Memefest in Slovenia, Colorado Book Award, Best News Photograph Award from the Montana Newspaper Association, a past featured photographer in CellBytes International Australia, and an honorary member of the National Campaign for Tolerance.

Visual Artwork: Greg's visual artwork has exhibited in group and one-man shows at the Rhonda Schaller Gallery Chelsea District New York, University of Montana, Georgetown College, Jest Galleries in Montana, the Kotka Finland Photographic Center, featured in Cellbytes International

Australia, and has appeared in such journals as the Adirondack Review and Green Door House. Greg's images have been commissioned by publishing houses for book cover art, and album artwork in the United States. His work has been written about in newspapers such as *The New York Times*, *Chicago Sun-Times*, and *The Denver Post*.

**Creative Writing:** Greg's literary writing has been recognized on the Valparaiso University Poetry Review Recommended Books list, and by numerous publishers. Greg has been recognized as one of the most promising poets in the Rocky Mountain region by being included in a literary collective of the city of Denver - published by Denver's *Westword* magazine - alongside Walt Whitman, Allen Ginsberg, Hunter S. Thompson, and Jack Kerouac, among others. Some of his poetry has become part of the permanent collections of the University of California at Berkeley, Northwestern University, John Carroll University, The Art Institute of Chicago's Poetry Center, the University of Illinois at Chicago, University of Chicago Library, and Columbia College. To date, Greg has written and published three collections of poetry. A forth collection is forthcoming (2010) titled *Songs of the Proletariat* Poems. Another collection is being written now about the wooded, mountainous, central Pennsylvania area.

**Media Essays:** Greg's critical writing in media ecology has appeared in peer reviewed journals such as the Rocky Mountain Communication Review, British Journal of Educational Technology, Learning Technology of the IEEE Computer Society, International Journal of the Arts in Society, Media Ecology Association, and abstracts have been published by the National Communication Association. His chapter titled "Social Impact of Digital Advertising & Media: A Look at Consumer Control" is forthcoming from the University of Texas, Austin in a new text book titled "Handbook of Research on Digital Media and Advertising".

**Professional Web Development & Technical Writing:** Greg has worked professionally with organizations such as Sunoco, Inc., Sears Holdings Corporation, Qwest, University of Denver, and Penn State University, just to name a few.

**Consultation & Editorial:** Greg currently serves as an Associate Editor of *The International Journal of the Arts in Society* and as a consultant for PBS on the *Frontline* Digital Strategy Advisory Group.

**Etc.:** Greg is also an Adobe certified Coldfusion™ web developer, husband, and father. His favorite football team is Chelsea FC. Find him running, in the woods, or with his family at home, preferably watching Chelsea.



## **SELECTED BIBLIOGRAPHY**

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National Communication Association (NCA) Human Communication Technology Division  
newsletter 02/08.

University at Buffalo, State University of New York Poetics Archive.

Orfescu, Cris. Nanotechnology Now. 1st International Festival of NanoArt - Finland 2007  
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Haimerl, Amy. "The Beat Goes On." *Denver Westword*, Jan 4, 2007.  
<http://www.westword.com/2007-01-04/news/paint-the-town-read/full>

Brown, Douglas. "Video, unleashed." *Denver Post*, July 10, 2006.

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Noah Dempsey. "Artist Gregory O'Toole Paints A Big Sky Mind." *Entertainment NOW*, Nov 28,  
2002.

Staff writer. "April in Paris Auction Benefits Bigfork Art and Cultural Center." *Bigfork Eagle*, Mar  
2002.

Kimball, Nancy. "Younger Artists to Share Space with Sprunger." *Daily Inter Lake*, Aug 10, 2002.  
"Into the Wild: Paintings by Gregory O'Toole." *Missoulian*, Sept 5, 1999.